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BROADCASTING

Vol. 19 • No. 7

Broadcast Advertising

OCTOBER 1, 1940
WASHINGTON, D. C.

Canadian and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

RECEIVED
OCT 11 1940
MIAMI UNIVERSITY
LIBRARY

SCHOOL OF BUSINESS ADMINISTRATION, Miami University

Oct 1 1940

Delivers an impact of 135,000 watts at less cost*
—that power-full station
* Due to its unique needling of 50,000 watts and very low base rate.

They Came-- and They Paid in Indianapolis, too!

MORE than 12,000 people jammed the new Coliseum in Indianapolis, paying up to $1 apiece to see the WLS National Barn Dance at the Indiana State Fair on August 31. Some 2,000 stood up for the full four and one-half hour show. This is the same show that has played to 900,000 people in Chicago's Eighth Street Theater in the past eight and one-half years. Yet only 200 miles away, 12,000 people turned out to see their favorites, the popular stars of the WLS National Barn Dance, and thus prove still again that the WLS audience lisens—acts—and responds—and in Indianapolis, too!

WLS

The Prairie
President . . . ycles.
50,000 Watts . . . Blue Affiliate

$45,574,000 WORTH OF *Beauty*

WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport New Haven
WNLC	New London
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WHAI	Greenfield
WBRK	Pittsfield
WLLH	Lowell Lawrence
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston Auburn
WSYB	Rutland

BEAUTY makes attractive "figures" —for advertisers in New England. This yearly amount spent for personal care and commodites represents a huge market, important to every maker of beauty aids.

Are YOUR products on sale throughout New England?—Or are you considering the introduction of a new line? Do you want YOUR share of this $45,574,000?* Do you want to get maximum dealer cooperation for your merchandise?

Whatever your problem, The Yankee Network can be of valuable sales developing aid to you—as it has repeatedly for other manufacturers and distributors.

The Yankee Network is the only combination giving COMPLETE coverage and essential local acceptance in the 18 key buying centers of New England. Your sales messages produce because they go where a potential audience of 5,989,238 people live, work and spend!

**Printer's Ink "Market Explorations."*

The YANKEE NETWORK

21 BROOKLINE AVENUE BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Counterpoint

in metal and music . . .

The lift of the violins, the strident voice of the brasses; the cellos come in quietly, the drums begin to beat—*The Ford Sunday Evening Hour* is on the air.

It is a gift, a present to millions of people who have listened on Sunday evenings in ever greater numbers, since October, 1934.

The company making that weekly gift has its principal being in a world of metal and motors, of coils and springs and new models. But the gift remains apart from these. It is the world of music—a program designed solely for the pleasure of the vast audience listening. "*The Ford Motor Company* presents . . ." and then off to a full hour of symphonies, lullabies, ballads, concertos.

These famous Sunday Evening Hours on the Columbia Network build good will. That is all. Good will, which shows up on a balance sheet as worth $1.00, and which actually may be worth hundreds of millions of dollars. Good will, i.e., friendliness, i.e., familiarity with, i.e., disposition in favor of.

That same general pleasant good will is the purpose of all public relations work, of all institutional advertising. It can be very effective in any medium. On the air it becomes effective with millions.

CBS

The
FORD
SUNDAY
EVENING
HOUR

9-10 P.M., E.S.T.

Now in its 7th year
on the
Columbia Network

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

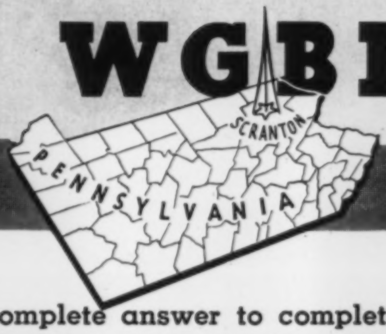
50,000 WATTS
DAY AND NIGHT
COLUMBIA *AND* MUTUAL NETWORKS

PAUL H. RAYMER CO., *NATIONAL REPRESENTATIVE*

There's Only ONE Statue of Liberty

and there's only ONE regional station serving the 652,000 people in the Scranton—Wilkes-Barre area

WGBI



WGBI is the complete answer to complete advertising in the Scranton—Wilkes-Barre Market. Not only is WGBI the one regional or clear channel station serving the nation's 17th largest metropolitan area, but recent field measurements prove that it is *the one and only station covering this market.* A survey by Dr. Starch and Staff revealed that 98% of the daytime listeners and 96% of the evening listeners in Lackawanna County (where 50% of the market's total population reside) tune-in WGBI regularly.

Which adds up to a #1 advertising opportunity for you at #17 Market rates.

A CBS Affiliate **WGBI** **SCRANTON, PA.**

1000 WATTS DAY • 500 WATTS NIGHT • 880 kc. • Represented by JOHN BLAIR & CO.

LEADERSHIP *in Library Service*

Production Excellence

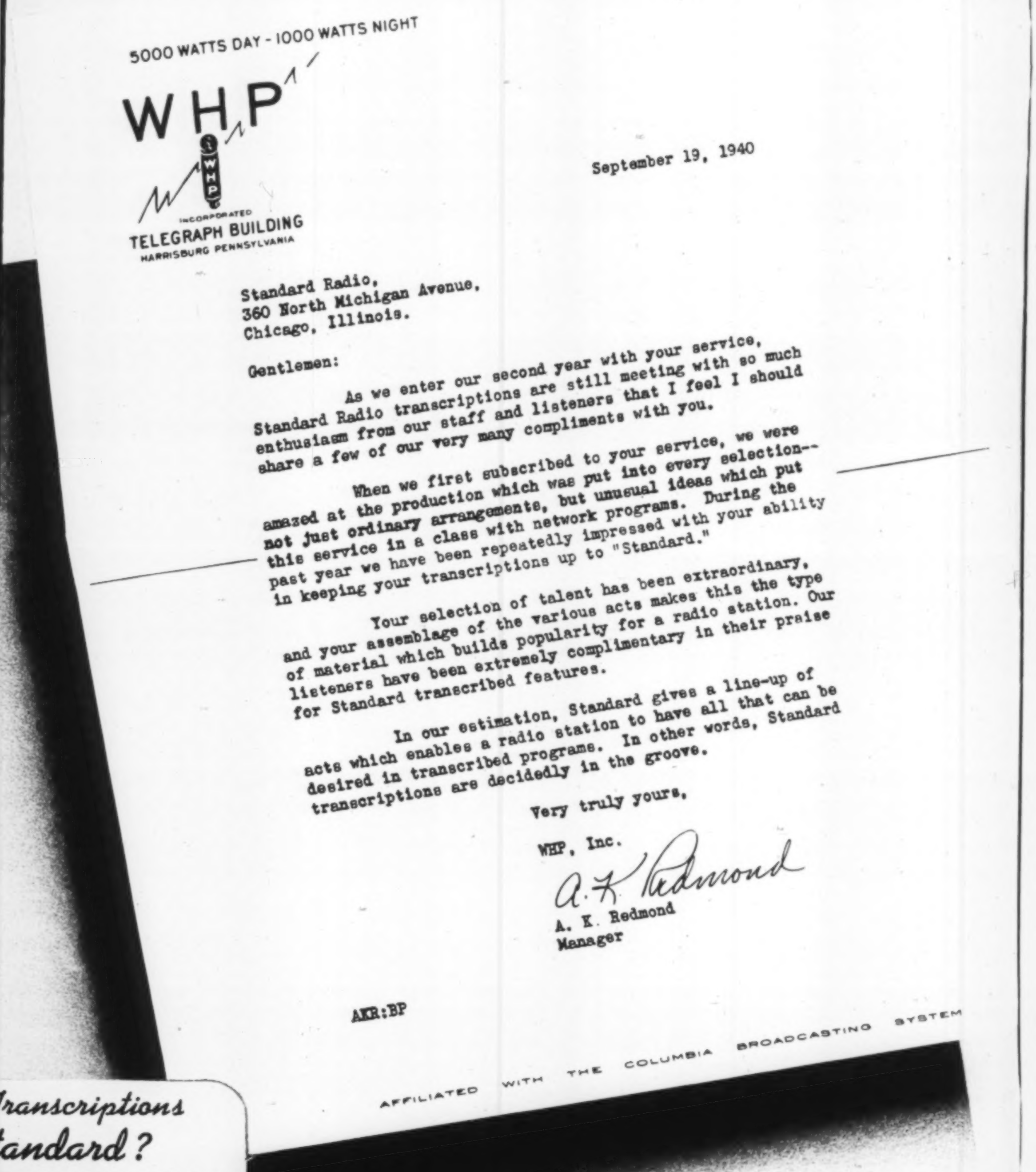
—an Outstanding Characteristic of Standard Program Library Service . .

Standard's flair for showmanship has been the talk of the industry for years. A unique ability to bring out the best talent, to make effective use of an unlimited variety of artists and to achieve inspired production with the utmost originality in arrangements and effects—these are the reasons why the Standard Program Library Service builds and maintains top listener interest for its subscriber-stations.

Skillful production is equally evident in the new Standard Radio "SPOT-ADS." These easily sold dramatized commercials offered exclusively to Standard subscribers, are outstanding examples of clever writing, sound planning and inspired direction. Now available: Series A for USED CARS, Series B for RETAIL CLOTHING, Series C for RETAIL FURNITURE—additional series now in production.

Write for information on Standard Radio Library Service, Standard Radio's new Tax-Free Library, and Standard Radio's SPOT-ADS.

"... in a class with network programs"



5000 WATTS DAY - 1000 WATTS NIGHT

WHP

INCORPORATED
TELEGRAPH BUILDING
HARRISBURG PENNSYLVANIA

September 19, 1940

Standard Radio,
360 North Michigan Avenue,
Chicago, Illinois.

Gentlemen:

As we enter our second year with your service, Standard Radio transcriptions are still meeting with so much enthusiasm from our staff and listeners that I feel I should share a few of our very many compliments with you.

When we first subscribed to your service, we were amazed at the production which was put into every selection--not just ordinary arrangements, but unusual ideas which put this service in a class with network programs. During the past year we have been repeatedly impressed with your ability in keeping your transcriptions up to "Standard."

Your selection of talent has been extraordinary, and your assemblage of the various acts makes this the type of material which builds popularity for a radio station. Our listeners have been extremely complimentary in their praise for Standard transcribed features.

In our estimation, Standard gives a line-up of acts which enables a radio station to have all that can be desired in transcribed programs. In other words, Standard transcriptions are decidedly in the groove.

Very truly yours,

WHP, Inc.

A. K. Redmond

A. K. Redmond
Manager

AKR:BP

AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM

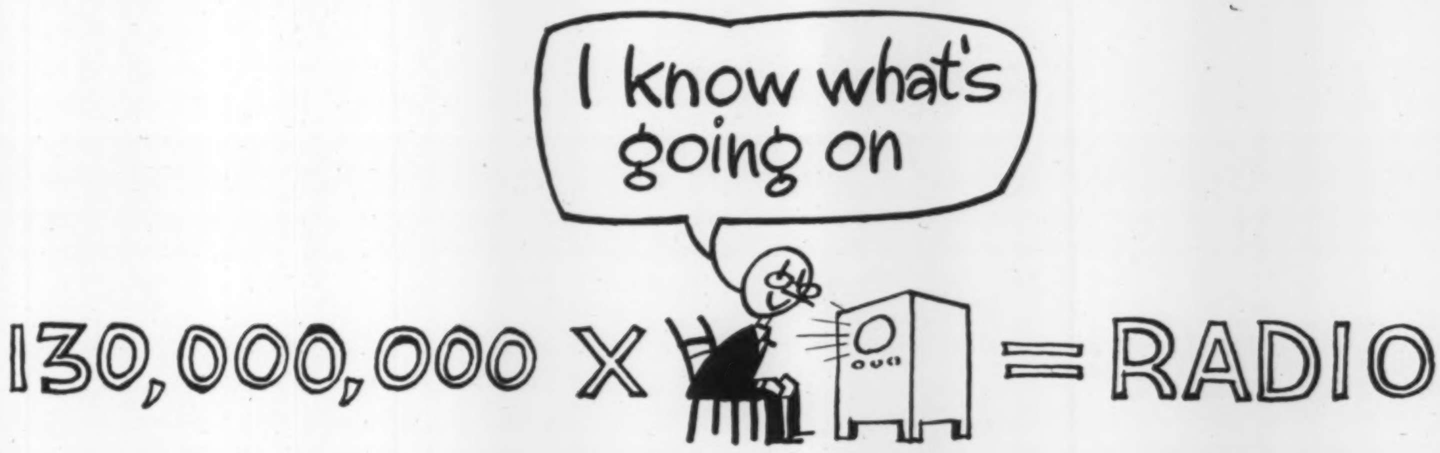
Are your Transcriptions up to Standard?

These **NEW SUBSCRIBERS** *answer* **"YES"!**

WFHR, Wisconsin Rapids, Wisconsin	KYAN, Cheyenne, Wyoming.
WIZE, Springfield, Ohio	KTKC, Visalia, California

Now—271 Standard Stations!

Standard Radio
HOLLYWOOD CHICAGO


I know what's going on
130,000,000 X
= RADIO

Millions of Ears Perked for Vital Messages

24 hours are a lot of minutes—and not everybody can be expected to like every minute of radio's 24 hours a day.

Some people like what's on the radio at 11:15 or 12:30 or some other hour—and some get mad at it.

A certain amount of recognition of diversity of tastes is necessary on the part of anybody who runs a national broadcasting system for everybody. And a certain amount of tolerance, on the part of listeners, for the diverse desires of other listeners is necessary if America is to have a free and universal radio.

Remember that radio, along with its vast audience, is a pretty good thing for the nation to have on tap when serious matters need country-wide attention QUICK.

In recent months we've had a beautiful demonstration of the way radio rises instantly to occasions for the public good. Overnight—in fact, almost in minutes—America (thanks to radio) became aware of her critical situation in regard to preparedness. In *hours* (where once it would have taken months) America's 130 millions were made familiar with all angles of the Government's preparedness program. America even accepted the prospect of increased taxes without a whimper because America knew, knew, knew, thanks to radio.

When you are inclined to be impatient with some of radio's shortcomings, or are moved to want it "all highbrow", bear in mind that radio has in its own way achieved a popularity with the people as a whole which gains their universal ear—which is mighty handy to have—when they must be made aware *instantly* of any inherently critical situation in our national life.

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System

A Radio Corporation of America Service

LEADERSHIP *in Library Service*

Production Excellence

—an Outstanding Characteristic of Standard Program Library Service..

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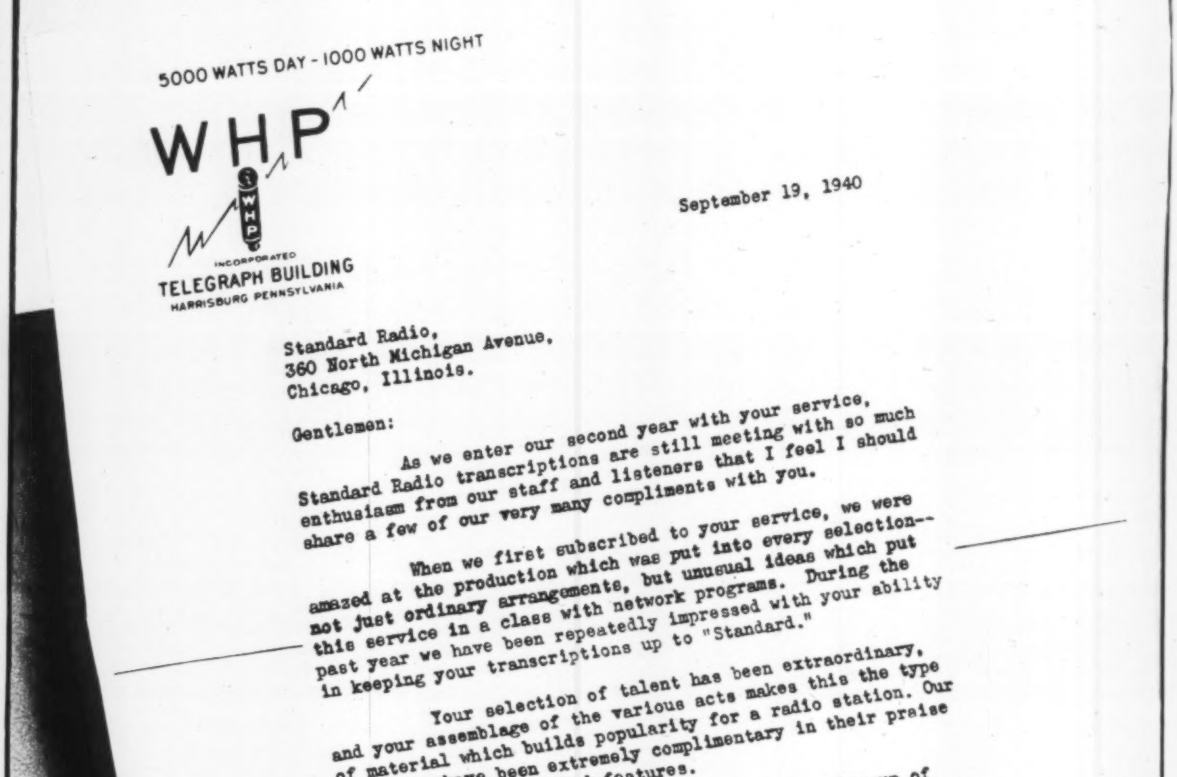

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130,000,000 X = RADIO

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NATIONAL BROADCASTING COMPANY

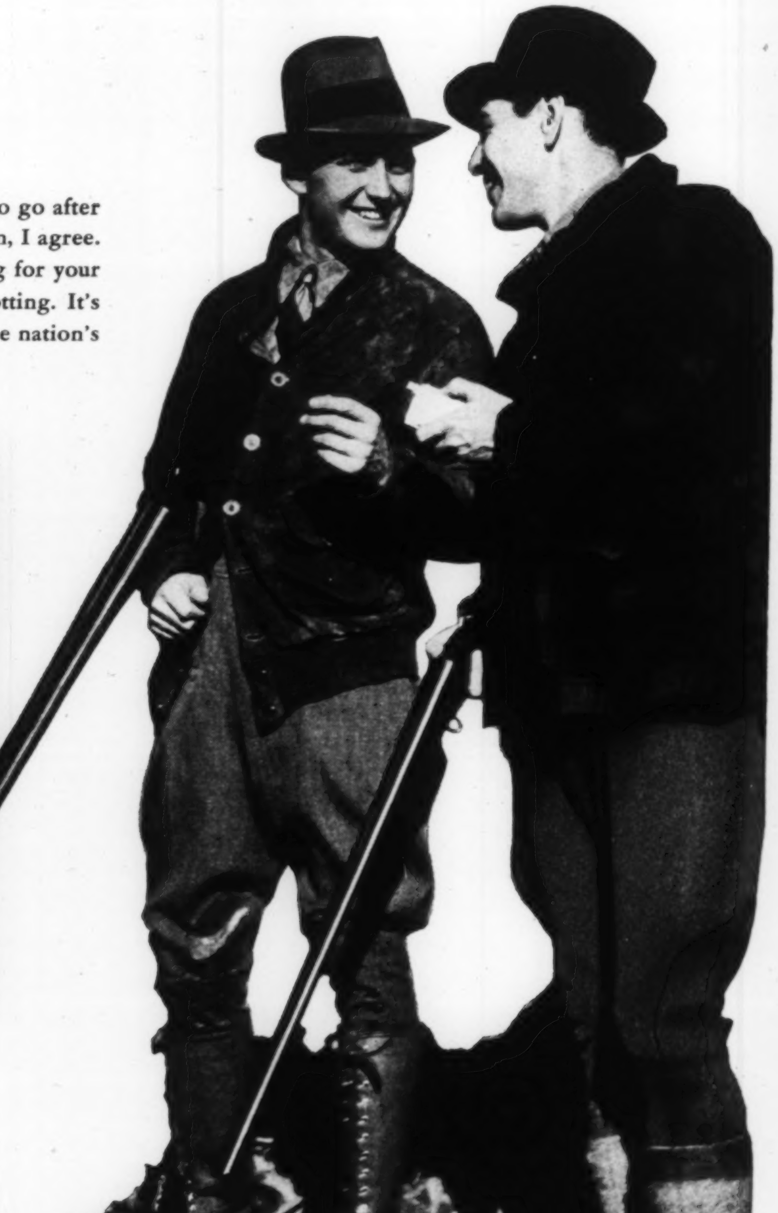
The World's Greatest Broadcasting System

A Radio Corporation of America Service

"Let's give 'em both barrels," said the adman

"A rifle is all right, Joe, when you've a single target. But when there are lots of birds and plenty of hits to be made . . . give me a trusty double-barrel every time."

"Spoken like a sales manager who knows how to go after big markets, Frank! And, as an advertising man, I agree. Take the new radio schedule we're submitting for your Michigan-Ohio territory. No random pot-shotting. It's WJR and WGAR . . . both barrels at one of the nation's largest two-city markets!"



WJR
THE GOODWILL STATION
Detroit

WGAR
THE FRIENDLY STATION
Cleveland

Basic Stations . . . Columbia Broadcasting System
Edward Petry & Co., Inc., Nat'l Representatives

. . . AND, IF YOU'RE GUNNING FOR THE SOUTHERN CALIFORNIA MARKET

Your advertising will hit the mark over KMPC, now big time, full time, and occupying a dominant position on the dial with its 710 kilocycles.

Since brought under Richards-group management, associated with CBS, KMPC has become one of the outstanding showmanship stations of the west.

Audience has trebled in the last six months. Mail response has multiplied more than 400 per cent. CBS commercial and sustaining features, plus alert coverage of sports, news and special events put *your* program in "good company" when you schedule it for . . .

KMPC
THE STATION OF THE STARS
Beverly Hills ★ Los Angeles
CBS ASSOCIATE STATION

No hayseeds are farmers whose rolling acres lie within the rich territories blanketed by Richards stations. In the WJR-WGAR area, profitable fields and herds give them an income of one billion dollars a year. Within the range of KMPC, there are more than 43,000 prosperous farmers. To reach rural markets with money to spend . . . make certain these three stations are on your list!

G. A. RICHARDS, President . . . LEO J. FITZPATRICK, JOHN F. PATT, LEO B. TYSON, Vice Presidents

BROADCASTING
and
Broadcast Advertising

Vol. 19 No. 7 WASHINGTON, D. C., OCTOBER 1, 1940 $3.00 A YEAR—15c a COPY

Defense Board Given Limited Authority

Presidential Order Specifies Its Coordinating Functions; Fly Named Chairman; Committees to Be Designated

By SOL TAISHOFF

THE LETTERS "DCB" join the Government alphabet with the appointment by President Roosevelt of the Defense Communications Board to coordinate all branches of communication with national defense needs. Chairman is James Lawrence Fly (center), chairman of the FCC. Top left is Rear Admiral Leigh Noyes, director of Naval Communications, and at top right, Maj. Gen. Jos. O. Mauborgne, Army Chief Signal Officer. Bottom left is Assistant Secretary of the Treasury Herbert E. Gaston (for Coast Guard), who also serves as board secretary. Bottom right, Assistant Secretary of State Breckenridge Long, in charge of State Department Division of International Communications.

BORN of the war emergency after several months of intensive consideration, the Defense Communications Board created Sept. 24 by President Roosevelt has begun its task of planning the relationship of communications to the national defense, but with sharply restricted functions depriving it of radio censorship powers or the right to take over any facilities.

Headed by Chairman James Lawrence Fly of the FCC, the board will function only as an advisory agency to the President. Though the scope of its activity covers all phases of communications, including broadcasting, the President stated that it is basically a "planning agency, without operating or procurement functions".

First Meeting Held

Named by the President to serve on the board with Chairman Fly are Maj. Gen. Joseph O. Mauborgne, Chief Signal Officer of the Army; Rear Admiral Leigh Noyes, Director of Naval Communications; Assistant Secretary of State Breckenridge Long, in charge of the Department's division of International Communications, and Assistant Secretary of the Treasury Herbert E. Gaston, in charge of the Coast Guard, also board secretary.

The board held its organization meeting at Chairman Fly's call on Sept. 26, and convened again Sept. 27. Machinery was set in motion for creation of committees representing the various communications carriers and the broadcasting industry, which will counsel with it but not enjoy any vote in its actions. The board's primary aim will be to work out "paper plans" for use in event of a national emergency, though it unquestionably will consider current problems having a bearing on the national defense, such as international broadcasting, foreign language broadcasts and the like. In this regard, its functions merely will formalize the consultation with the military departments and the industry which has been going forward under NAB auspices since the outbreak of hostilities last year. Meetings are planned twice a week.

Unlike the other defense agencies created by the President, the DCB will have no headquarters, separate personnel or funds. Because its job is almost entirely that of coordination and planning there will be little publicity about its work, except appointments of committees and similar routine functions. An administrative assistant probably will be designated and the board's overhead defrayed from current appropriations available for the various agencies affected.

President Roosevelt's announcement of the board's creation came Sept. 24 two hours after a conference with Chairman Fly. The Executive Order, redrafted several times since it was first projected last June, was accompanied by a White House statement carefully worded to emphasize that radio censorship or operation or procurement was not within its scope.

Viewed as Logical

Reaction in the broadcasting industry was that the board's appointment was a natural and logical development in the national defense planning because of the importance of communications to the national defense. The industry had been consulted both by Chairman Fly and by the White House, and the final language, particularly that limiting the board's functions to "physical aspects" of broadcasting, and specifically depriving it of censorship powers", was arrived at following a meeting of Chairman Fly with the NAB executive committee and representatives of the networks in New York Sept. 13 [BROADCASTING, *Sept. 15*]. Prior to this meeting, there had been more or less concerted opposition to the plan from the industry, and a suggestion had been advanced for the designation of an industry figure as a "coordinator" to serve under the Knudsen - Stettinius Commission, but this was stoutly resisted by Chairman Fly.

Reports and recommendations of the board will be submitted to the President for final action through one of his administrative assistants, it is specified in the Executive Order. Presidential Secretary Stephen T. Early, who has participated in all the preliminary conversations with Chairman Fly and other board members, is logically expected to be the White House contact. He was formerly a topflight Washington newspaper correspondent, and is in charge of all White House public relations.

Chairman Fly said the board in no sense would be a "super" organization, and emphasized repeatedly that it will not be an operating organization or have any "machinery" whatever. He said that probably a dozen committees, representing industry, Government and labor, and perhaps several representing industry and Government on a joint basis, will be designated.

It is logically assumed that the broadcasting industry committee will be headed by NAB President Neville Miller, and perhaps comprise some four or five broadcasters selected to represent a cross-section of the industry. The NAB executive committee, patterned along this line, may be suggested to serve as the main committee. In addition, there probably will be technical subcommittees though the actual format remains to be established after consultation with the industries affected.

'Nothing Pulled Out of Hat'

Following the organization meetings of the board Sept. 26 and 27 Chairman Fly said that the group sought only to evaluate the scope of its projected work and to review plans already made by the military and naval departments. He said some comprehensive understanding of the whole problem was desirable before approaching actual committee and subcommittee organization. He clearly indicated there would be "no surprises" and "nothing pulled out of the hat".

Tentatively, the board plans to meet about twice weekly. Presumably, the next order of business will be designation of committees. One approach to this important phase may be to call upon the industries involved to propose the membership of their own groups, subject to board approval.

Stressing the "clearing house" rather than the mailed-fist regulatory version of operation, Chairman Fly said the board will seek to work out functional plans in time of actual emergency. War, Navy and other Government departments might have different ideas about the modus opperandi, he pointed out. DCB will seek to reconcile these differences, if any, by "getting around a table and getting everything to check so nobody will get burned".

Nothing will happen in the way of reduction of facilities until war or some other emergency, Chairman Fly said. Only precautionary actions will be taken, subject to Presidential approval, such as those already launched under the $1,600,000 radio monitoring organization set up for policing of the air, he pointed out.

Praised by Miller

NAB President Miller said the industry welcomed the opportunity to work with the new board through duly-appointed committees. He said he was gratified that the President stressed the objective planning aspects of the board's work insofar as broadcasting is concerned. Under the order as drafted, he declared, there will be "no upsetting of broadcasting" as it now functions. The industry will cooperate wholeheartedly with the board in its planning work, he pledged.

The position taken by the military departments since the outbreak of hostilities regarding broadcasting has been that there should be no disturbance of regular operations, even in the event of our involvement, insofar as broad program service is concerned. Availability of a swift and accurate means of keeping the public informed, as epitomized by broadcasting, is invaluable, they feel, aside from the role radio plays in the maintenance of public morale.

A Planning Agency

The plans, when evolved, may provide for the depletion of broadcast service in certain areas under specified conditions, and where service still would be available. Conceivably, stations along the coasts might be required to suspend operations, but only by specific order of the President under Section 606(c) of the Communications Act. That would be done, if at all, only because these facilities might be essential for other national defense purposes, and because the public would still be able to get service through other stations in the area, or even through boosting of powers of nearby stations to provide that service. All this, however, can only be viewed as in the realm of eventual possibility, and under war conditions.

The White House announcement accompanying the Executive Order stated that the board was initiated jointly by the various Government departments and agencies having a vital interest in this phase of the preparedness program. "The board," said the statement, "is basically a planning agency, without operating or procurement functions. As such it is charged with the important duty of charting the utilization and control of our communication systems in the best interests of national security.

"The board will have no power to censor radio or other communications, or to take over any facilities.

"This task of planning is not confined to radio broadcasting, but also embraces common carriers such as commercial radiotelephone and radiotelegraph as well as other telephone, telegraph and cable facilities.

"The board does not propose to interfere with the normal operation of broadcasting or other forms of communication any more than is necessary for the national protection. Through correlated planning, it will seek to gear the great and strategically valuable American communications system, in both the domestic and international fields, to meet any situation the national interest may require."

The announcement went on to state that the various branches of the communications industry will cooperate "in an advisory capacity with the board". Where the board's activities "impinge upon the functions of Government departments," representatives of those departments will be placed upon appropriate committees. Declaring that the radio industry had cooperated in the preparation of the Executive Order, the White House stated that "with industry cooperation, the board will appoint committees from every branch of communications — broadcast and other radio services, cable, telegraph and telephone—as well as from labor groups. All plans involving the utilization of private facilities, or requiring industry cooperation, will be adopted only after consultation with such industry representatives, and the particular private companies whose properties may be involved".

Based on 1934 Law

Viewed as significant was the fact that the board was created by the President "by virtue of the authority vested in me as President of the United States, and by the Communications Act of 1934." Thus, the President did not draw upon his powers under the limited national emergency proclamations to set up the agency. Several sections of the statute delegate to the President specific functions. The most important is Section 606(c), which authorizes the Chief Executive to commandeer any communications facilities where needed during a national emergency.

It also gives the President the authority to suspend rules regarding radio. Other sections of the Act giving the President specific functions in communications are 305, dealing with Government-owned stations, and 308, relating to cable landing concessions. In addition, the President has implied functions relating to communications planning, and it is presumed that Government attorneys, in drafting the order, relied upon these authorities in creating the board. The executive order had

(Continued on page 91)

Text of President's Order Setting Up New Board . . .

WHEREAS coordinated planning for the most efficient control and use of radio, wire, and cable communication facilities under jurisdiction of the United States in time of national emergency involves the consideration of the needs for communications of the armed forces of the United States, of other government agencies, of industry, and of other civilian activities; and

WHEREAS such planning must be accomplished as a matter of preparation for national defense; and

WHEREAS the interest of national defense in the matter of control and use of communication facilities during any war in which the United States may become a belligerent is deemed paramount:

NOW, THEREFORE, by virtue of the authority vested in me as President of the United States, and by the Communications Act of 1934 (48 Stat. 1064), as amended, it is ordered as follows:

1. There is hereby created the "Defense Communications Board," hereinafter called the Board, consisting of the Chairman, FCC, the Chief Signal Officer of the Army, the Director of Naval Communications, the Assistant Secretary of State in charge of the Division of International Communications, and the Assistant Secretary of the Treasury in charge of the Coast Guard.

2. The functions of the Board shall be, with the requirements of national defense as a primary consideration, to determine, coordinate, and prepare plans for the national defense, which plans will enunciate for and during any national emergency—

a. The needs of the armed forces of the United States, of other governmental agencies, of industry, and of other civilian activities for radio, wire, and cable communication facilities of all kinds.

b. The allocation of such portions of Governmental and non-Governmental radio, wire, and cable facilities as may be required to meet the needs of the armed forces, due consideration being given to the needs of other Governmental agencies, of industry, and of other civilian activities.

c. The measures of control, the agencies to exercise this control, and the principles under which such control will be exercised over non-military communications to meet defense requirements.

3. The chairman of the FCC shall be the chairman of the Board. In the absence of the designated chairman, the temporary chairmanship shall devolve upon the remaining members of the Board in the following order:

   1. The Chief Signal Officer of the Army or the director of Naval Communications, whichever may be senior in rank.
   2. The Chief Signal Officer of the Army or the director of Naval Communications, whichever may be junior in rank.
   3. The Assistant Secretary of State in charge of the Division of International Communications.
   4. The Assistant Secretary of the Treasury in charge of the Coast Guard.

In the absence of any regularly designated member, the agency which he represents may be represented by an alternate from that agency, designated by the head thereof, but such alternate shall not serve as chairman. The Assistant Secretary of the Treasury in Charge of the Coast Guard is designated as the Secretary of the Board.

4. The Board shall take no cognizance of matters pertaining to censorship. The Board shall study the physical aspects of domestic standard broadcasting and shall recommend such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. It shall also make plans for the speedy and efficacious use of all necessary facilities in time of military emergency.

5. The Board shall appoint such committees as may be necessary to carry out its functions and to provide for continuing studies and for contact with other Government agencies and with the civil communication industry.

6. Except as otherwise instructed by the Board, committees appointed thereby shall have no power to make final disposition of any matter presented to them by the Board for study, but they shall express by written report their findings and recommendations. Minority reports may be submitted if deemed of sufficient importance to warrant further consideration by the Board.

7. The Board and the committees shall call for consultation such representatives of other Government agencies and of the civilian communication industry as may be deemed advisable in obtaining full knowledge of the situation being studied, to the end that the needs of all may be considered and provided for in so far as the situation permits. Other Governmental agencies are directed to cooperate in providing assistance required by the Board in its studies.

8. During any war in which the United States is a belligerent, or any national emergency, the existing Interdepartment Radio Advisory Committee shall act as a Committee of the Board, but only in an advisory capacity. While the Interdepartment Radio Advisory Committee is so acting as an advisory committee, all of its reports, recommendations, or communications normally prepared for submission to the President shall instead be submitted to the Board, for consideration from the standpoint of national defense and for disposition.

9. Reports containing the findings and recommendations of the Board shall be submitted to the President for final action through one of his administrative assistants.

FCC Scrutinizes Other Allocations

North American Nations May Hold November Meeting

PREPARATORY to the calling of a conference of engineers of the nations affected, the FCC Engineering Department is making a close study of allocations under the Havana Treaty contemplated by Canada, Mexico and Cuba, slated to become effective March 29. While awaiting receipt of formal lists, the Commission's engineers are studying assignment data now available in the hope of reconciling conflicts within the next few weeks. A conference tentatively is planned about mid-November in Washington.

Few Comments

Since the promulgation of its proposed new allocations in accordance with the treaty on Sept. 10 [BROADCASTING, Sept. 15], the FCC has heard little reaction from the industry. Comments from licensees have been invited by Oct. 15. There is little likelihood of any further announcements by the FCC until these comments are received, and probably until it concludes its discussions with engineers of the signatory nations prior to the year's end.

The Canadian list has been in the FCC's possession for several months. The FCC has been familiar, in a general way, with the Mexican plans. Cuba, however, recently ordered a new allocation, conflicting with treaty provisions in many instances. It was estimated the FCC might require at least two months to complete its technical study of the allocations, before calling the engineering conference.

In view of the March 29, 1941 allocation deadline, the FCC Sept. 24 extended the effective date of its rule (Section 3.32b), eliminating the classification of special experimental authorizations for commercial broadcast stations until the actual reallocation. Stations affected are those now on so-called high-power regional channels operating fulltime experimentally, but which are accommodated on a regular fulltime basis under the treaty allocation.

Braucher Quits WOR

FRANK BRAUCHER, director and vice-president of WOR, Newark, has resigned effective Nov. 1, according to an announcement made Sept. 23 by Alfred J. McCosker, president of the station. Mr. Braucher joined WOR in October 1937 as vice-president in charge of sales after a long career in the publishing field, chiefly with Crowell Publishing Co., where he was vice-president and director. He has announced no future plans nor has WOR announced any successor.

White Rose Tea Tests

SEEMAN BROS., New York, on Oct. 14 starts a test campaign for White Rose Tea on WJZ, New York. Ten-minute program, *White Rose Tea Quiz*, will run five mornings weekly. J. D. Tarcher, New York, which placed the account, said the program may be put on other stations if the WJZ spot proves successful.

STOCK PAVILION
SID HIX

Drawn for BROADCASTING by Sid Hix

"And now we present Sally Smearcase, charming home economist of KZYW"

Who's Who on Defense Communications Board

JAMES LAWRENCE FLY
Chairman, FCC

Born in Seagoville, Dallas County, Tex., Feb. 22, 1898. Graduate U. S. Naval Academy, 1920, and commissioned an ensign. Resigned from Navy in 1923 to enter Harvard Law School. Received LL.B. degree in 1926. Law clerk, Burlingham, Veeder, Masten & Fearey, New York City, 1926. Admitted to Massachusetts and New York bars 1926 and practiced with firm of White & Case, New York City until 1929. Until 1934 special assistant U. S. Attorney General, acting as Government counsel in actions involving restraint of trade under Federal antitrust laws and regulatory measures under commerce power. Named general solicitor and head of legal department Tennessee Valley Authority in 1934. serving until 1937 when named general counsel of TVA. Nominated by President Roosevelt for FCC July 27, 1939; confirmd by the Senate Aug. 1, and took oath of office Sept. 1, designated by President as chairman. Term expires June 30, 1942. Married and father of two children, boy and girl. Democrat and member of Protestant Church.

BRECKINRIDGE LONG
Assistant Secretary of State

Born in St. Louis, May 16, 1881. Graduate, Princeton 1903 with A.B. degree and 1909 with A.M. Graduate, St. Louis Law School (Washington University) 1904-6. Member of Missouri bar. Practiced law, 1907-17 and 1921-33. Secretary, St. Louis Bar Assn. 1913-1915. Third Assistant Secretary of State, 1917-1920. Special Assistant to U. S. Attorney General, 1933. Named Ambassador to Italy April 24, 1933; resigned July 31, 1936. U. S. commissioner, International Commission of Inquiry, United States and Italy, 1939——. Appointed special assistant in charge of Special Division, Dept. of State, Sept. 6, 1939. Named Assistant Secretary of State Jan. 16, 1940. Married.

REAR ADMIRAL LEIGH NOYES
Director, Naval Commmunications U. S. Navy

Born at St. Johnsbury, Vt., Dec. 15, 1885. Named to Naval Academy in 1902 from Vermont. In 1911 became flag secretary and aide of Commander Battleship Division Three. Served for two years in Office of Naval Operations, Washington, and in 1916 was appointed flag secretary and fleet communication officer on staff of Commander in Chief, Atlantic Fleet. During 1917 and 1918 accompanied Admiral Henry T. Mayo during inspection of all U. S. Naval activities in allied countries and of Grand Fleet. Awarded Navy Cross for services during World War. In 1919 commanded *USS Biddle* and assisted in rescue of refugees from *Odessa*, and with *H.M.S. Calypso*, assisted in salvaging Russian tug transporting refugees. From 1920 to 1922 served as Atlantic Coast Communication Superintendent, Officer of Naval Communications and, after completing course at Naval War College, assisted in fitting out *USS Colorado*. When *Colorado* was commissioned in 1923, served as her gunnery officer and later as executive officer. Member U. S. Naval Mission to Brazil, 1926 to 1929 when he reported for duty as commander, Destroyer Division 32, and during next two years served as Commander of Destroyer Division 14 and Destroyer Division 7. On duty in Navy Department 1931 until 1934 in charge of Training Division, Bureau of Navigation, and later as assistant budget officer. Commanded *USS Richmond* August, 1935, until early 1936 when he assumed command of aircraft carrier *Lexington*. Transferred as chief of staff and aide, commander, Aircraft, Battle Force, March 1, 1938. June 24, 1939, named director of Naval Communications. Became Rear Admiral July 1, 1939. Married.

MAJ. GEN. JOSEPH O. MAUBORGNE
Chief Signal Officer, U. S. Army

Born in New York City Feb. 26, 1881. Graduate, College of St. Francis Xavier, New York, 1901. Commissioned, second lieutenant of infantry, March 2, 1903. Promoted to first lieutenant, Dec. 16, 1912; to captain July 1, 1916; to major (temporary), Sept. 5, 1917, to lieutenant-colonel (temporary), Aug. 5, 1918. Reverted to permanent rank of captain, July 1, 1920; to major, regular army, July 1, 1920; to lieutenant-colonel, Sept. 4, 1926; to colonel Oct. 1, 1934, and to major-general, chief signal officer, Oct. 1, 1937. Served in Philippines and various continental assignments until 1909 when he attended Signal School, Fort Leavenworth, Kans., from which he was graduated in 1910. Served with Signal Corps thereafter, and in 1912 became instructor, Army Signal School. In 1917 transferred to Washington as chief, Engineering and Research Division, Signal Corps, serving until 1921. During this period, made inspection trip with Chief Signal Officer of Army in Europe and later served in Paris in connection with Inter-Allied Radio Conference. Signal Officer, Sixth Corps Area, Chicago, 1923; commanding officer Signal Corps Laboratory, Bureau of Standards, Washington, 1929. Signal Officer, Panama Canal Department, 1929-1930. Attended Army War College until 1932, and designated Signal Officer, Ninth Corps Area, San Francisco, until 1936. Assigned director, Signal Corps Aircraft Radio Laboratory, Wright Field, Ohio, serving until Oct. 1, 1937, when named Chief Signal Officer. Awarded Distinguished Service Medal, as head of engineering and research division, Signal Corps, for "conspicuous service in connection with coordinating the design and supply of new technical apparatus for the Signal Corps."

HERBERT EARLE GASTON
Asst. Secretary of Treasury

Born Aug. 20, 1881, in Halesy, Ore. Graduate University of Washington and University of Chicago. Editor of *Fargo Courier-News*, *Nonpartisan Leader*, 1916-1920; *Minneapolis Daily Star*, 1920-22; member, news staff, *New York World*, 1922-29, and night editor, 1929-31. Named Secretary of Conservation Department, New York State when *World* discontinued publication in 1931, and later became deputy commissioner under Commissioner Henry Morgenthau, Jr. When Mr. Morgenthau was named head of Federal Farm Board in 1933 by President Roosevelt, Mr. Gaston became secretary of board, and on its merger into Farm Credit Administration, he became deputy governor. Named assistant to Mr. Morgenthau when latter named Undersecretary of Treasury in November, 1933. When Mr. Morgenthau was named Secretary, Jan. 1, 1935, Mr. Gaston became assistant to the Secretary, originally responsible for public relations of department. On June 1, 1939, nominated by President Roosevelt to be assistant secretary and after confirmation, took oath of office June 23, in charge of numerous activities, including Coast Guard. Married, and two daughters.

Government of Brazil Sponsors Blue Program

THE Government of Brazil on Sept. 29 started a radio campaign in the United States to promote goodwill and greater understanding on the part of American citizens of the life and culture of Brazil. Program is the *Washington Merry-Go-Round*, with Drew Pearson and Robert S. Allen, who will add to their usual fund of political gossip some news and comment on Brazilian affairs.

Series, broadcast Sunday evenings 7-7:15 on an 8-station Blue network, will mention Brazil's coffee industry and the country's attractions for tourists, but will be aimed chiefly at promoting good will and cementing solidarity between the United States and Brazil. Series is placed through Campbell-Ewald Co. of New York.

Bulova on 22 More

BULOVA WATCH Co., New York, on Sept. 22 added 22 stations to its spot campaign for Bulova timepieces, making a total of 103 stations in markets throughout the country carrying its time signal announcements. The company at the same time added more announcements on 17 stations. Frequency of announcements ranges from one to 10 daily. New stations are WOKO WHN WAAT KQV WPIC KTFI KSEI KGHL KGGM WAPO WSPD WADC WGBI WHP WWNC KWFT KIDO KTSM WIBX KGBX WFMJ KSFO. The Biow Co., New York, is agency.

Early Agreement In AFRA Labor Arbitration Seen

Settlement of Differences in Near Future Is Foreseen

HOPES that the mediation discussions currently going on between the American Federation of Radio Artists and the nationwide networks will result in a mutually satisfactory settlement within the next week were expressed Sept. 26 by a spokesman for the New York State Board of Mediation, under whose auspices and at whose offices the meetings are being held [BROADCASTING, Sept. 15].

Admitting that no definite conclusion could be reported at this time, the board spokesman stated that "good progress has been made in the past two weeks and we have every hope that the differences will all be adjusted within the next week." Board offered its services to the union and the networks on Sept. 12, after negotiations between the parties had broken down and just prior to a meeting of the AFRA membership for the purposes of taking a strike vote.

In Concession Stage

While the AFRA board was authorized to strike if necessary, by meetings of the Chicago, Los Angeles and San Francisco locals as well as by the New York membership, each of the four groups also approved the action of the board in accepting the mediation offer before taking further action.

While no details of the frequent sessions have been forthcoming from any of the interested parties, it was learned that negotiations had reached the stage where issues were beginning to crystallize and from now on the discussions will be largely a matter of concessions on one side or the other.

The Chicago situation over the matter of extra pay to staff announcers for work on commercial programs threatens to become a major "bone of contention", it was stated, and both the networks and the union brought executives from Chicago to attend last week's meetings. Thrashed out last spring before a board of the American Arbitration Assn., this question was supposedly settled by the AAA decision, but recently a dispute has arisen over the interpretation of certain parts of the decision.

William H. Davis, chairman of the New York State Board of Mediation, has acted as chairman of the joint meetings and in addition has met privately with the union and with the networks. Acting for AFRA are Emily Holt, executive secretary, George Heller, treasurer, and Henry Jaffe, counsel. Mark Woods, NBC vice-president, Lawrence Lowman, CBS vice-president, and Julius Seebach, WOR vice-president, are acting for the networks, with representatives of WGN, Chicago, and the Don Lee network also present.

UNUSUAL PROMOTION scheme for a radio program is being carried on in the personal advertising columns of several New York newspapers to line-up guests for *Contact*, new series starting on MBS Oct. 5 and designed to help people contact friends and relatives. Classified advertisements in New York papers explaining the nature of the program have brought many persons to arrange time on the air with Dave Elman, conductor of the program.

Wins Plug, Too

WINNER of $64, maximum prize, on the CBS *Take It or Leave It* quiz program last month, was Alice Woolf, wife of John Woolf, assistant program director of KDYL, Salt Lake City. KDYL, incidently, is an NBC-Red outlet, and Owner S. S. Fox, pleased with the plug over the rival network, awarded Mr. Woolf a three weeks leave of absence to go to New York to meet his wife, who entered the contest while visiting there.

NIB October Session Plans Music Discussion

A SPECIAL convention of the National Independent Broadcasters, organization of stations not affiliated with the major networks, will be held in New York sometime in October, according to NIB President Harold A. Lafount. While the date has not been definitely established, it will probably be Oct. 21, he said. Between 75 and 100 broadcasters are expected to attend.

Chief topic of discussion at the sessions will be the new ASCAP contract and the BMI set-up, with a united stand by the group a hoped-for outcome of the session. The AFM contracts, which since the expiration of the national agreement are now being negotiated individually between stations and local unions, will also be discussed.

Scott's Emulsion Test

RITCHIE & JANVIER, Bloomfield, N. J., will use two announcements daily on WGST, Atlanta; WWL, New Orleans, and KTRC, Houston, in a test campaign for Scott's Emulsion, to run as long as cold weather lasts. Agency is Atherton & Currier, New York.

KMBC's Unwelcome Visitor

A POSTAL employe on a mariahuna "toot" provided unexpected excitement in the reception room of KMBC, Kansas City, the other day. After hanging around the studio and refusing to answer questions, he pulled a knife and threatened Receptionist Ruby Irwin when she asked him to leave. Responding to Ruby's call for help, Announcer Larry Clark and Engineer Clark Smith "persuaded" the visitor to leave the building and wait outside for police.

Hecker Cereals Serial

HECKER PRODUCTS Corp., New York, is continuing its spot campaign for H-O and Force cereals on six Eastern stations, using the transcribed serial *Adventures of Superman*, placed by Erwin, Wasey & Co., New York. Stations are WOR, WHAM, WJAR, WFIL and WBZ-WBZA. Four local sponsors have placed the serial on stations in their cities. They are: Milk Foundation of Twin Cities, WTCN, Minneapolis; Pittsburgh Milk Co., KQV, Pittsburgh; Pevely Dairy Co., KWK, St. Louis; Dr. Pepper Bottling Co., WSAV, Savannah.

Union Biscuit Discs

UNION BISCUIT Co., St. Louis, on Sept. 30 starts advertising Princess Crackers on five midwest stations with the five-times weekly transcribed serial *Betty & Bob*. Programs run for a quarter-hour with Milton Cross doing the commercials. Gardner Adv., New York, has scheduled the following stations: KSD, St. Louis, WREC, Memphis, WGBF, Evansville, KWTO, Springfield, Mo., and WDZ, Tuscola, Ill.

Knox Renews on 16

KNOX GELATINE Co., Johnstown, N. Y., has renewed for 13 weeks its campaign on 16 stations for gelatin. Participating programs, ranging from one-minute daily announcements to half-hour shows, are heard on the following stations, lined up by Kenyon & Eckhardt, New York: WCAU, WJZ, KDKA, KPO, KSTP, WLS, WFAA, WBAL, KFI, also seven stations of the Yankee Network in New England including WNAC, WTIC and WCSH.

P & G Serial Lineup

PROCTER & GAMBLE Co., Cincinnati, on Sept. 30 added WJAC, Johnstown, Pa., and WFBG, Altoona, Pa., to four of its NBC-Red Network daytime shows. With the additions *Vic & Sade* will have 67 stations for Ivory, placed through Compton Adv., New York; *Ma Perkins* will have 73 for Oxydol, placed through Blackett-Sample-Hummert, Chicago; *The Story of Mary Marlin* will have 71 for Ivory Flakes, placed through Compton Adv., New York, and *Pepper Young's Family* will have 69 for Camay, placed through Pedlar & Ryan, New York.

GOING RURAL are these staff members of WBNS, Columbus, as they appeared at the Ohio State Fair where WBNS had a tented studio. They are (l to r) Geer Parkinson, Walter Knick, Lucille Linwood and Ray Roese. Numerous programs were picked up from the fair studio, similar to World's Fair exhibits. Direct lines, mobile units were used.

Wage-Hour Rule Further Clarified

Held Not to Cover Programs Of Public Service Type

THE Wage & Hour Division of the Labor Department has no intention of invoking its ruling regarding sustaining talent on broadcast stations to make it an onerous burden, Joseph L. Miller, NAB labor relations director, declared Sept. 26 following conferences with Division officials.

An interpretation announced Sept. 16 by Col. Philip B. Fleming, Wage & Hour Administrator, held that radio performers, whether on sustaining or sponsored programs, are regarded as employes of the station for the purposes of the statute. Persons appearing in a concert hall or playing in a hotel ballroom whose program is carried incidentally over the air, were construed not in this relationship [BROADCASTING, Sept. 15].

How It Operates

Following conferences with Baret Snyder, acting administrator, and Rufus Poole, associate general counsel, Mr. Miller reported that these officials said they had no intention of attempting to extend the Act's coverage to "public service programs". Children's participating programs, for example, it was stated, would not be covered in the interpretation and they would not have to be paid minimum or other wages. The same would hold for college and high school glee clubs, fraternity bands, programs in which artists contribute their services to start civic drives and speakers and performers on dedicatory programs.

The officials said they were seeking to halt situations where hillbilly bands or orchestras or other performers were willing to appear on the air gratis to advance their own popularity. When stations follow such a course, it was held informally, they are deriving benefit without paying even the minimum wage. The officials indicated they had no intention of conducting a crusade against this type of purported violation but that the opinion had to be rendered because of situations existing in other industries where "learners" are being exploited with vague promises of jobs.

'Fictional Payment'

"When I explained how a number of stations made 'trade deals' with hillbilly bands, obtaining programs in return for plugs for future dance engagements," Mr. Miller stated, "the Wage & Hour official said that surely some fictional payment of the wages could be made in return for fictional payment of the plugs."

It was indicated that the memorandum on which Col. Fleming made his ruling required revision to clarify it as it applies to radio.

School Placing

NATIONAL SCHOOLS Los Angeles, will use spot radio in New York and San Francisco to advertise its auto, diesel, radio, television & electrical courses. It has already started a series of five, ten and fifteen-minute periods on WMCA, New York, and soon will add seven other eastern stations. Eastern campaign is handled by Huber Hoge & Sons, New York.

Action on Brown Nomination At This Session Held Doubtful

Investigation Proposals Also Remain Dormant; Logan-Walter Bill Is Revived in Senate

THAD BROWN'S nomination to serve a new seven-year term as a member of the FCC continues to slumber before the Senate Interstate Commerce Committee, which has shown no disposition whatever to meet on the matter. In informed circles, the view now prevails that the nomination may be allowed to die with this session, whether or not Congress adjourns prior to the statutory deadline at the end of the year.

Col. Brown has been without portfolio since his term expired June 30. After a bitter one-man crusade against his confirmation by Senator Tobey (R-N. H.), the committee held a meeting Aug. 29 without taking action on the nomination. It was to meet again subject to the call of Chairman Wheeler, but that session has never been called, though the committee has met on other legislation.

Meanwhile, Congress appears inclined to remain in session, technically, until it expires by statute at the end of the year. While a drive for adjournment on Sept. 28 had been made by the Administration, Democratic leaders gave up this fight and preponderant opinion now is that the Senate will recess for three-day intervals until the November elections.

Investigation Plan

Aside from the Brown nomination, several other legislative proposals having a bearing on radio are pending in Congress. Interwoven with the Brown controversy is the resolution of Senator Tobey for a sweeping investigation of radio in all its phases. Should Senator Tobey press for action on this resolution, however, it is a foregone conclusion that Senator White (R-Maine), regarded as the best-informed man in Congress on communications, will seek prior action on his own proposal of last year for a fact-finding study of the entire broadcasting and communications field.

The view prevails, however, that some tentative understanding had been reached that neither the Brown nomination nor the Tobey resolution would be brought before the committee at this session, unless this action is forced by demands of other committee members.

Senator Tobey, as part of his radio crusade, on Aug. 22 sent to all members of the FCC a letter asking them for information on any "favors, perquisites, or gifts" received by them from any radio companies or officials. It is understood all FCC members have now replied. In another letter to FCC Chairman Fly, Senator Tobey asked for similar data on staff employes. While the legislator has not made public the replies, it is understood the Commission inquired, in connection with staff employes, how far down the ranks he wanted to go. Otherwise, the FCC is said to have indicated it would be glad to supply the information.

Logan-Walter Bill

Also having a direct bearing on radio regulation is the Senate's consideration of the Logan-Walter Bill, designed to check purported administrative excesses by regulatory agencies through provision of judicial reviews. Senator Burke (D-Neb.), who threatened to filibuster unless this bill was considered, referred several times to FCC procedure in his attack on Government bureaus.

In legal circles, it is felt the measure as drafted is far from satisfactory, though the objective of granting court reviews from decisions of Federal agencies has been strongly endorsed. The Logan-Walter Bill had been passed by the House and early this year was passed by the Senate. However, the Senate action was rescinded after Majority Leader Barkley requested such a move on behalf of the Administration.

Still awaiting final action of House and Senate conferees is the excess profits tax bill, adopted by the House Aug. 29. Raising the whole tax base, the bill is of more than normal interest to broadcast stations and to other services, such as advertising, where personal service, rather than heavy plant investment, is the basic "going concern" value. As BROADCASTING went to press, conferees were still endeavoring to compromise differences in the Senate and House versions of this war emergency measure.

Another bill having a bearing on radio was the Sumners bill, enacted by the House Sept. 24, establishing severe penalties for sabotage and injury of defense industries and utilities, including broadcast stations. Favorable action in the Senate also is foreseen.

Big Coal Campaign

PHILADELPHIA & READING Coal and Iron Co., Philadelphia, has started its annual campaign for its Reading Anthracite coal. A spot announcement series is being used on 18 stations, some starting Sept. 16, others on the 23rd and the full complement on the 30th. A total of 2,028 live announcements, the majority station-breaks, will be heard during the campaign, 78 a week for 26 weeks. Other stations may be added later in the campaign. Stations include WHEC WHAM WBAL WFBR WCAO KYW WCAU WGY WBEN WGR WEEI WICC WRC WOKO CKAC CBO CFRB CKCL. Agency is McKee & Albright, Philadelphia.

PEPSI-COLA Co., Long Island City, has started announcement campaigns on two New York stations, using 50 announcements a week on WMCA and 100 a week on WINS. Both contracts are for 13 weeks and were placed by Newell-Emmett Co., New York.

WHITE HOUSE palates enjoyed these two Lake Superior trout, weighing 10 and 12 pounds and caught during a recent tournament, when they were delivered the other day to Mrs. Henrietta Nesbitt, housekeeper of the First Home in the Land. They were the gift of Walter Bridges, manager of WEBC, Duluth, and the Duluth Chamber of Commerce, to Mrs. Nesbitt as a former Duluthian. Shown with the prize fish is Betty Bissonett, of the WEBC staff, formerly secretary to Alec Templeton.

Rexall Will Use 200 For October 1-Cent Sale

UNITED DRUG Co., Boston, will again use some 200 stations for its Rexall One-Cent Sale, which will start Oct. 29. Three quarter-hour transcriptions cut by NBC Recording Division, will be broadcast on each station, two in the evening and one during the day. Programs were recorded in Hollywood under the supervision of Walter Craig, radio director of Street & Finney, New York, agency handling the account. Ken Murray and Kenny Baker are featured talent.

Oyster Shell Series

OYSTER SHELL PRODUCTS Co., New York, has resumed fall advertising for poultry grit on 31 stations in leading markets throughout the country. Contracts, generally 52 weeks, were placed by Brown & Thomas, New York, and call for spot announcements. Stations are KOA KMA KGNO KOAM KWTO KFRU KFAB KOIL KFYR KFH WDAN WTAD WOWO WFBM WMT WHO WBZ-WBZA WELL WIBM WCCO WJAG WGY WDAY WHKC WHIO WNAX WTAQ WKBH WOMT WMBD WDZ.

Lechler Enlarging

LECHLER LABS., New York, plans to add some New York stations to its new fall campaign on KCMO, Kansas City; WORL, Boston; WDZ, Tuscola, Ill., in the interests of Velva-tize, "569" hair lightener, and "Blended for Blondes" makeup lipstick and powder. Agency is Huber Hoge & Sons, New York.

Funds to Relocate Monitor Stations Are Provided in Bill Passed by House

CARRYING $300,000 for the FCC in addition to its regular appropriation for the 1941 fiscal year of $2,100,000, the 1941 Supplemental Civil Functions Appropriation Bill was passed by the House Sept. 23 and sent to the Senate. Hearings on the measure were held before the Senate Appropriations Committee Sept. 25-26, with favorable action expected in that body the following week.

Funds to Move Monitors

As passed by the House Sept. 23, the measure carried $175,000 for relocation of primary monitoring stations in connection with national defense activities, and $125,000 for salaries and expenses to cover telephone regulation. Monitoring stations to be relocated under the appropriation are in Oregon, California, Michigan, Maryland, Georgia and Massachusetts. The House Appropriations Subcommittee, in its report, emphasized that in the present international situation and the national defense program, regulation and licensing of stations becomes of prime importance. Relocation is desirable to overcome interference difficulties, particularly in the light of the vastly increased task of monitoring high-frequency operations.

House action followed hearings before the Appropriations subcommittee in August and September, with Rep. Taber (R-N. Y.) lambasting the FCC for purported inefficiency and urging that the staff be cut by one-third. He called it the "most inefficient organization in the United States".

FCC Chief Engineer E. K. Jett told the subcommittee that the additional appropriation for monitoring activities would supplement the $1,600,000 allotted by the President out of the national defense fund for reshaping of the entire monitoring operation. Declaring the plan had been worked out in close cooperation with Army and Navy, he said in time of actual war one or the other of these departments would be able to take over the service in actual combat areas. He said the work was of utmost importance.

Propaganda Activity

Touching on "fifth columnists", Mr. Jett said that a great amount of propaganda activity, coming from belligerent countries, has been uncovered. He pointed out that the $175,000 would only partially cover the relocation costs. The aggregate amount of about $300,000 would be made up through allotments from regular 1941 funds and from the original national defense allottment by the President.

Mr. Jett explained that purely for national defense purposes, the Commission will take on 500 radio operators and inspectors as well as clerks and draftsmen. About 100 secondary monitoring stations are being established, he declared. People employed for this work will be retained on a temporary basis and will never be used for regular Com-

(*Continued on page 87*)

Special MBS Net Of 251 Stations To Carry Games

World's Series to Include Largest Sports Hookup

STATION lineup for the 1940 World's Series broadcasts, sponsored by Gillette Safety Razor Co., Boston, on a special MBS network, will include 209 stations in the United States, 39 in Canada and three shortwave stations to carry the play-by-play description of the annual baseball classic to the rest of the world, starting Oct. 2. This total of 250 stations MBS believes to be a record single network hookup for a sports event.

Announcers for the series will be Mel Allen, of WABC, color; Bob Elson, WGN, Chicago, and Red Barber, WOR, Newark.

International stations carrying the series are General Electric's WGEO and WGEA, Schenectady, and World Wide Broadcasting's WRUL, Boston. Canadian list is not yet available, although the series broadcasts will start on Oct. 2. List of U. S. stations which will broadcast the games follows:

Lineup of Stations for World Series . . .

WOR, New York
WGN, Chicago
WIP, Philadelphia
CKLW, Detroit
WCLE, Cleveland
WOL, Washington
WCBM, Baltimore
KWK, St. Louis
KQV, Pittsburgh
WHJB, Greensburg
WLOL, Minneapolis
WHB, Kansas City
KFBI, Wichita
KSAL, Salina
KTSW, Emporia
KVGB, Great Bend
WKBW, Buffalo
WKRC, Cincinnati
WSAY, Rochester
KFEL, Denver
WHKC, Columbus
WHBF, Rock Island
KOWH, Omaha
WABY, Albany
WSYR, Syracuse
WMFF, Plattsburg
WENY, Elmira
WJEJ, Hagerstown
WBAX, Wilkes-Barre
WILM, Wilmington
WSOC, Charlotte
WAIR, Winston-Salem
WRAL, Raleigh
WSTP, Salisbury
WATL, Atlanta
WMPS, Memphis
WTJS, Jackson
WGRC, Louisville
WLAP, Lexington
WCMI, Ashland
WSIX, Nashville
WSGN, Birmingham
WRVA, Richmond
WJDX, Jackson
WDSM, Superior
WNOX, Knoxville
WIS, Columbia
WMAZ, Macon
WDOD, Chattanooga
WMOB, Mobile
WSMB, New Orleans
WJAX, Jacksonville
WIOD, Miami
WFLA, Tampa
WSUN, St. Petersburg
WHBC, Canton
KMA, Shenandoah
KGGF, Coffeyville
WMT, Cedar Rapids
WNAX, Yankton
KSO, Des Moines
WIRE, Indianapolis
KMMJ, Grand Island
KOAM, Pittsburg
KWTO-KGBX, Springfield
KTHS, Hot Springs
KTBS, Shreveport
KGHF, Pueblo
KFKA, Greeley
KLO, Ogden
KIDO, Boise
KGIR, Butte
KFPA, Helena
KRBM, Bozeman
KOB, Albuquerque
WJIM, Lansing
KWOS, Jefferson City
KGHL, Billings
WCSC, Charleston
WTOC, Savannah
KTSM, El Paso
KGMB, Honolulu
KHBC, Hilo
KTOK, Oklahoma City
KCRC, Enid
KBIX, Muskogee
KGFF, Shawnee
KOME, Tulsa
KADA, Ada
KGA, Spokane
KRMC, Jamestown
KGCU, Mandan
KVOX, Moorhead
KABR, Aberdeen
KTAR, Phoenix
KVOA, Tucson
KYUM, Yuma
KGLU, Safford
WDAK, West Point
WHIS, Bluefield
WJPR, Greenville
WJRD, Tuscaloosa
KFEQ, St. Joseph
WSFA, Montgomery
KFPW, Ft. Smith
WOMI, Owensboro
KVOA, Siloam Springs
WARM, Scranton
WHMA, Anniston
WRAK, Williamsport
WGTC, Greenville
WGTM, Wilson
WFTC, Kinston
KGKY, Scottsbluff
KFXJ, Grand Junction
KATE, Albert Lea
KWNO, Winona
KGDE, Fergus Falls
KDLR, Devil's Lake
KLPM, Minot
WGPC, Albany
WWNC, Asheville
WWVA, Wheeling
WCNC, Elizabeth City
WLAV, Grand Rapids
WSNJ, Bridgeton
WFOR, Hattiesburg
WKST, New Castle
WMRC, Greenville
KFRU, Columbia
WPAD, Paducah
WHOP, Hopkinsville
WLBJ, Bowling Green
WDBF, Calumet
WDMJ, Marquette
WLVA, Lynchburg
WSLS, Roanoke
WJPF, Herrin
WEBQ, Harrisburg
WSOY, Decatur
KWOC, Poplar Bluff
KFVS, Cape Girardeau
WCBS, Springfield
WTAX, Springfield
WCBI, Columbus
WHBB, Selma
WJBY, Gadsden

Colonial Network

WAAB, Boston
WATR, Waterbury
WCOU, Lewiston
WEAN, Providence
WFEA, Manchester
WHAI, Greenfield
WICC, Bridgeport
WLBZ, Bangor
WLLH, Lowell
WLNH, Laconia
WNBH, New Bedford
WNLC, New London
WRDO, Augusta
WSAR, Fall River
WSPR, Springfield
WTHT, Hartford
WBRK, Pittsfield
WSYB, Rutland

Don Lee Network

KALE, Portland
KDB, Santa Barbara
KDON, Monterey
KELA, Centralia
KFRC, San Francisco
KFXM, San Bernardino
KGB, San Diego
KGY, Olympia
KHJ, Los Angeles
KIEM, Eureka
KIT, Yakima
KMO, Tacoma
KOL, Seattle
KOOS, Marshfield
KORE, Eugene
KPMC, Bakersfield
KPO, Wenatchee
KQW, San Jose
KRKO, Everett
KRNR, Roseburg
KWLK, Longview
KTKC, Visalia
KVEC, San Luis Obispo
KVOE, Santa Ana
KVOS, Bellingham
KXO, El Centro
KXRO, Aberdeen
KHSL, Chico
KYOS, Merced
KVCV, Redding
KFJI, Klamath Falls

Texas State Network

KFJZ, Fort Worth
WRR, Dallas
KABC, San Antonio
KFDA, Amarillo
KXYZ, Houston
KNOW, Austin
WACO, Waco
KPAC, Port Arthur
KRIS, Corpus Christi
KRGV, Weslaco
KRBC, Abilene
KFRO, Longview
KRRV, Sherman

AND NOW WE BRING YOU MA PERKINS

Milwaukee Journal

MBS Adds Four

ADDING four Southern stations Sept. 29, MBS has increased its network to a total of 154 outlets [see earlier story on page 24]. Stations added are WSGN, Birmingham; WJBY, Gadsden, Ala.; WGH, Newport News, Va.; WDAK, West Point, Ga.

SINGING station-breaks have been started eperimentally on KECA, Los Angeles. Couplets are written by Glan Heisch, program manager.

Russell Nuptials

FRANK M. RUSSELL, NBC Washington vice-president, and Miss Marian Phebe Gale, public relations director of WRC-WMAL, Washington, were married in New York Sept. 25 in private ceremonies at the home of Niles Trammell, NBC president. Mr. Trammell was best man and Mrs. Trammell the matron of honor. Others present included Frank M. Mullen, NBC vice-president and general manager, and Mrs. Mullen; Mr and Mrs. M. H. Aylesworth; Mr. and Mrs. Edwin W. Craig (WSM, Nashville); Mark Woods, NBC vice-president and treasurer, and Mrs. Woods; Sid Strotz, NBC Chicago vice-president, and Dr. Frank Black, NBC vice-president and musical director, who played the organ.

Networks to Carry Forum on Defense

Wythe Williams Plans Series Approved by White House

WITH White House sanction, a pretentious series of forum programs featuring top-flight radio commentators discussing national defense activities, tentatively is scheduled to get under way Oct. 6, by virtue of plans approved Sept. 27. Arranged by Wythe Williams, MBS commentator, the series may be rotated on the three major networks each Sunday with the commentators roundtable varied for each program. This, however, remains to be determined.

Following Mr. William's visit to the White House Sept. 27—his third during the last fortnight—announcement was made of approval of the format of the series. The networks have agreed to allow their commentators to participate. The time has not yet been set. Government agencies dealing in national defense will make available to the commentators all information possible for the series The data also will be made available to the press on the same news basis.

Mr. Williams declared prior to his last White House visit that the series would be an official program consisting of interpretations by well-known commentators on the national defense reports of different Government departments. It will be half an hour in length.

The roundtable is designed to give the public authoritative explanations of the progress of national defense by newscasters trained in analyzing the content of Government measures and experienced in radio presentation. Four well-known news analysts will constitute each roundtable with each commentator given about six minutes. The roster of commentators will be changed each program.

NBC-Blue on Oct. 13 starts the fourth consecutive season of *Great Plays*, series of 25 weekly full hour dramas to be broadcast Sundays at 3 p.m. Series includes the best dramas the world has ever known from one written by Aristophanes in 410 B.C. through Shakespeare's age to *Prologue to Glory* written in 1938.

MBS to Assume Music Clearance

Sales Policies Discussed at Annual Affiliate Meeting

FOR the first time in the history of Mutual Broadcasting System as a network entity, it will assume responsibility for clearance of music at the source effective Jan. 1 when it, along with other major network entities, propose to operate without ASCAP music. Action, creating a centralized music copyright clearance division in New York, was taken by more than 50 representatives of member and affiliated stations of MBS at a meeting in Chicago Sept. 18-19.

At present the MBS operation is one under which each station originating programs is responsible for copyright clearance. By creating the new music division in New York, the network itself will undertake this responsibility, to protect stations situations which might develop through inadvertent transmission of ASCAP numbers after the first of the year. Cost of the maintenance of the bureau, it is understood, will be defrayed both by the network and affiliates.

Sales Discussion

A sales forum of MBS stations followed a meeting of the network board of directors and operating board. The meeting was conducted by Fred Weber, general manager. Others who addressed the session were Alfred J. McCosker, chairman of the board; W. E. Macfarlane, president; Vice-presidents Theodore C. Streibert and Lewis Allen Weiss; Sales Manager Ed Wood and Sales Promotion Manager Robert A. Schmid.

Affiliates expressed satisfaction, it was reported, over the number of stations sold on the MBS volume discount plan. Sales policies also were debated along with fall program plans. Col. Robert R. McCormick, publisher of the *Chicago Tribune* and president of WGN, announced a number of fall programs WGN station will feed the network.

Analysis of a questionnaire on FM sent to 90 stations by MBS, revealed that a substantial number had applied for licenses. This discussion centered upon the possibility of a future FM network under MBS auspices.

Attending the board of directors and operating board meetings were W E. Macfarlane, president; Alfred J. McCosker, chairman of the board; Theodore C. Streibert, vice-president; Lewis Allen Weiss, vice-president; E. M. Antrim, treasurer and executive secretary; Fred Weber, general manager; John Shepard 3d, Colonial Network; J. E. Campeau, CKLW, Detroit-Windsor; H K. Carpenter, WHK-WCLE, Cleveland, and WHKC, Columbus; Hulbert Taft Jr., WKRC, Cincinnati; Gene O'Fallon, KFEL, Denver; William Dolph, WOL, Washington; Ed Wood Jr., MBS sales.

ASSOCIATED RADIO MARKETS, station representatives, has added four to its Minneapolis staff in conjunction with its expansion to larger offices at 914 Northwestern Bank Bldg. Frank E. Reed Jr., formerly of Northrup King & Co., has been named traffic manager. Fred Kedney has been added to the art department, while Marjorie Collins and Eileen Baker have joined the merchandising staff. Associated was organized last May by Alden R. Grimes, former Minneapolis manager of KATE.

Schirmer Catalogs Acquired by BMI

Paine Sees Settlement Of Music Impasse By January

By BRUCE ROBERTSON

BROADCAST Music Inc., radio's new source of music supply, on Oct. 1 acquires the performing rights to the catalogs of E. C. Schirmer Music Co. of Boston, it was announced Sept. 26 by M. E. Tompkins, vice-president and general manager of BMI. Also on Sept. 26, John G. Paine, general manager of ASCAP, told a meeting of orchestra leaders that they need have no fears about having to scrap the ASCAP numbers in their libraries because the radio-ASCAP music controversy will be settled by Jan. 1.

Both Sides Heard

Mr. Paine's prediction was made at the first of two meetings called by Russ Morgan for the edification of orchestra leaders on the dispute between the broadcasters and ASCAP. At a second meeting, scheduled for Sept. 30, the orchestra leaders were to hear BMI's side of the case, after which they will hold a closed conference to map plans for safeguarding their own interests. The first luncheon was held at Toots Shor's; the second at the Waldorf-Astoria.

"On the basis of contracts already signed by ASCAP with independent radio stations, as well as information about how chain executives, agency heads and others privately feel about the current dispute," says the ASCAP release on the meeting, "Paine assured the band leaders that by the time Jan. 1 rolls around every station and every network will have an ASCAP license."

Following the talk, which sketched the history of ASCAP's relations with radio, Benny Goodman suggested that following the BMI luncheon the band leaders get together to map out their next move and Ben Cutler urged the group not to take sides until they have appointed a committee to study the situation more thoroughly. The musicians are said to be especially concerned over their libraries, representing a $10,000,000 investment in music which is reported to be about 80% ASCAP numbers, which they will not be able to use on the air after Jan. 1 unless Paine's prediction comes true.

Sustaining Order

Morgan's action in calling the orchestra heads together followed the receipt of letters from Niles Trammell, president of NBC, and Lawrence Lowman, vice-president of CBS, notifying the leaders that they must henceforth include more non-ASCAP music in their sustaining broadcasts on the networks. As of Oct. 1, Trammell's letter states, "all orchestras broadcasting on NBC sustaining shows, whether they are studio or remote control programs, must schedule and play during each of their NBC broadcast periods at least three compositions which NBC clearly will be able to use after Dec. 31, 1940."

The Lowman letter states that "on and after Sept. 27 we will expect each remote pick-up dance band broadcast by Columbia to schedule and play two non-ASCAP numbers for each half-hour of broadcasting time, and one non-ASCAP number if the program runs for only 15 minutes of broadcasting time. While these are minimum requirements for the time being, we suggest that you increase your library of non-ASCAP compositions as soon as possible, because the minimum requirements are going to be stepped up again very shortly."

Both letters thanked the orchestra leaders for their cooperation in complying with requests made July 23, that each broadcast contain at least one non-ASCAP number, and both urged the leaders to select non-ASCAP theme songs.

Schirmer Catalog

With the 4,000 copyrights contained in the Schirmer catalogs, BMI now has some 14,000 numbers which it will directly control by the beginning of 1941, in addition to the 75,000 new copyrights or copyright arrangements which will be available to the broadcasters through licensing agencies other than ASCAP, the BMI announcement states.

Specializing in fine music of lasting interest, rather than popular tunes, the Schirmer catalogs include such songs as "Auld Lang Syne", "Believe Me If All Those Endearing Young Charms", "Home, Sweet Home", "Flow Gently, Sweet Afton", and "Three Blind Mice". The Concord Hymnal, standard hymnal for most Protestant churches; the Concord piano series and the Harvard Glee Club series are among the Schirmer items acquired by BMI.

The operettas include those of Gilbert & Sullivan, while in the classical field are well-known arrangements of the most popular works of Beethoven, Brahms, Bach, Schubert, Mozart, Wagner, Rubenstein, Tchaikovsky, Handel, Dvorack, Palestrina and Moussorgsky. The catalogs also contain the works of many well-known modern composers of serious music, such as Arthur Honegger, Douglas Moore, Randall Thompson, Bela Bartok, etc.

A number of other important catalogs are under negotiation by BMI, it was stated, with several acquisitions expected to be announced shortly.

Fair Feature Ignored

When radio ignored the Music Festival put on by ASCAP at the San Francisco World's Fair on Sept. 24, an ASCAP press release shouted "'Stars and Stripes Forever,' 'Gold Bless America' and 'The Lord's Prayer' Barred from Air . . . Radio Chains Muzzle Music Festival at San Francisco World's Fair", and went on to charge that CBS, NBC and MBS "each flatly refused the request of Fair authorities to let the musical event go on the air." Network executives in New York, however, to whom all requests for sustaining network programs go for handling, state that they received no request to broadcast the Festival, either from the Fair or from any other source.

Commenting on ASCAP's claim that "ordinarily the radio chains would have fought for the privilege of broadcasting such a star-studded program", one network executive said that with two World's Fairs each nearing the end of the second year the networks had already broadcast innumerable Fair programs and had long since ceased "fighting for the privilege".

Production Expands

At a meeting of the BMI board Sept. 17, General Manager Tompkins announced that the rate of production of new numbers would be doubled with BMI turning out 14

(Continued on page 84)

BMI Plans Copyright Clearance Data; Office Space Added as Output Expands

CREATION of a cataloging department in Broadcast Music Inc. through which stations will be given complete clearance information on copyrights, is now under way, Neville Miller, NAB and BMI president, announced Sept. 27. Designed to meet the requirements of stations when present ASCAP contracts expire, the department will provide detailed information on music and recordings available for rendition without ASCAP licenses. These data, Mr. Miller said, will be available well before the Dec. 31 deadline.

Due to substantially increased BMI activity, with the music output budget doubled to production of 14 new popular numbers a week, BMI is taking another floor at its headquarters in New York at 580 Fifth Ave. With more than a hundred employes now on its rolls, the staff also will be substantially increased to make possible the accelerated production schedule. Office space in Chicago and Los Angeles branches also will be increased, Mr. Miller said.

Cooperation of hotels in the music campaign is foreseen at the annual meeting of the American Hotel Assn. in Seattle Oct. 3-5. Harry P. Summerville, manager of the New Willard in Washington and Chairman of the association's copyright committee, has been a staunch opponent of ASCAP.

Supplementing arrangements already made with broadcasters in Mexico for use of BMI music, a similar compact is expected to be reached with Canadian broadcasters to make BMI catalogs available to them.

BMI will hold its first annual meeting Oct. 15 in New York. Proxies already have gone out to nearly 400 station-stockholders in the project.

Government Adds ASCAP Probers; Active Litigation

Consent Decree in Washington State Is Seen Possible

AS THE ASCAP-BMI music conflict increases in tempo, activity is going forward on the litigation front at an accelerated pace.

Although no formal word has come from the Department of Justice regarding its inquiry into ASCAP preparatory to renewed prosecution of the anti-trust suit against that organization, it was learned Sept. 27 that additional assistants had been assigned to Victor Waters, Special Assistant Attorney General in charge of the case. Two statisticians on the Department's rolls were to join Mr. Waters Sept. 30 to assist in the preparation of voluminous data to be used in revival of the anti-trust proceeding inaugurated in 1935

Washington State Decree

On another litigation front—Washington State—sensational developments appeared to be in the offing. As part of the "settlement" purportedly made by broadcasters of Washington State with ASCAP [BROADCASTING, Aug. 15], it is now indicated that a consent decree may soon be entered, with the aid of the Attorney General of Washington, permanently to enjoin the enforcement of the anti-monopoly law of Washington State, which has prevented ASCAP from doing business in the State for several years.

As BROADCASTING went to press, a hearing in this matter was scheduled before Federal Judges Bowen, Haney and Black at Tacoma Sept. 28 to hear any matters presented to the court for decision, with the consent decree apparently the paramount issue. It was reported the attorney general might seek a continuance with ASCAP's consent, but that certain of the interveners, strongly opposing a consent decree, would resist that course.

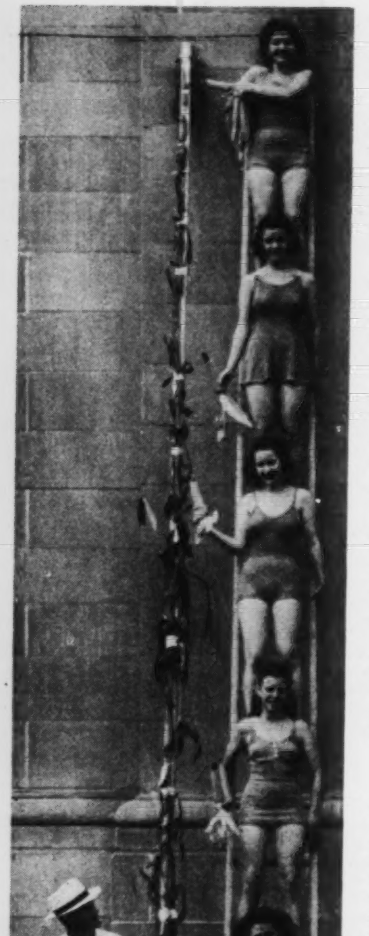
Alfred J. Schweppe, professor of law at the U of Washington and special counsel for NAB in the Washington - Montana litigation, reported that on Sept. 19 he was informed for the first time that negotiations for settlement had been held between Kenneth Davis, attorney and partner in the music firm of Davis & Schwegler, on behalf of certain local broadcasting stations and ASCAP and the Attorney General. These had to do with the entry of the proposed consent decree. Mr. Schweppe expressed surprise over the move, because he had not been invited to or heard of any of these conferences.

ASCAP May Waive Fees

The hearing originally had been called for Sept 7 but illness of one of the judges who originally sat in the case caused the postponement until Senior Circuit Judge Curtis D. Wilbur named Judge Bowen to substitute for the ailing jurist.

Reports current in Washington State were that the Attorney General had decided to consent to the decree on the ground that ASCAP

(Continued on page 80)



CORN ON THE HOOF wasn't the caption of this novel shot. As a matter of fact, the news is depicted by the 19 ft. 8¾ inch fully-matured stalk—winner of the WHO (Des Moines) National Tall Corn Sweepstakes. The little man is V. Don Radda, Washington, Ia., winner. The radio competition aspect of the contest, between Iowa and West Virginia, has proved most vexatious to WHO General Manager J. O. Maland. He complains of the tendency among stations to indulge in "a very reprehensible practice", i.e., challenging WHO to various contests and, when they find they are licked, dropping the matter and making no effort to acknowledge defeat or pay losses. He has taken to task John A. Kennedy, general manager of WCHS, Charleston, W. Va., for dropping out on the contest, after learning that the tallest West Virginia stalk was 18 ft. 6 inches. Mr. Maland plans to refer the incident to Edgar L. Bill, WMBD, Peoria, chairman of the NAB Code Compliance Committee.

Saturday Evening Post Criticizes FCC For 'Bungling' of Television Control

A BLISTERING attack upon the FCC for its purported bungling of television regulation, with Chairman James Lawrence Fly singled out for special editorial treatment, is administered by Alva Johnston, well-known journalist, in the Sept. 28 *Saturday Evening Post.*

Holding the FCC responsible for retarding television by its actions last spring in stopping merchandising of sets by RCA in New York, Mr. Johnston said aural broadcasting would not exist as it does today "if the bureaucrats of 20 years ago had formed the habit of safeguarding the common people against new inventions". Only Commissioners T. A. M. Craven and Norman S. Case were spared the author's wrath.

Reviewing the history of the FCC's actions on television, he charged the net result has been that, instead of putting to work thousands of engineers, factory workers, salesmen, actors, directors and musicians in this new field, "hundreds lost their positions". Chairman Fly's explanation before the Senate Interstate Commerce Committee, he reported, was that the FCC had "misjudged the situation".

Like a Controversy

Asserting that several members of the FCC have "long records as business baiters", Mr. Johnston reported that the transcript of the television hearings before the FCC "makes it fairly clear that some of the commissioners are the kind of men who would rather have a controversy than an industry."

Mr. Johnston recited the incidents leading up to the FCC's crackdown on RCA, after it had launched a campaign to sell 25,000 television receivers in the New York area. "Commissioners claimed to be taken by surprise by the plan to sell 25,000 sets," he reported. "The stenographic record of the hearings before the FCC showed that the plan to sell 25,000 sets or more had been mentioned before the Commission 28 times."

Chairman Fly was described as a "man of ability", and as "probably the greatest genius in Washington for discovering one modest phrase in a statute and proving that it means that some obscure Federal jobholder possesses more power than Ivan the Terrible or the Great Cham of Tartary." He quoted a Washington columnist as saying that the FCC chairman is "the cockiest" official who ever "scuttled an economic royalist's ship".

Another incident recited was what Mr. Johnston described as "one of the most painful scenes in the history of the Supreme Court when on Nov. 15, 1938, Mr. Fly was charged with having "insulted" Justice Roberts, who was inquiring as to the meaning of a phrase. "It is clear everywhere except in your honor's mind," Mr. Fly is quoted as having observed.

Commenting on the recently invoked FCC decree that all present in the hearing room should rise when the Commissioners enter, Mr. Johnston observed: "It would show a better sense of fitness of things if the commissioners jumped up every time a taxpayer entered the room."

"One of the difficulties in television today is that in Washington it has become a sort of soap-box science," Mr. Johnston concluded. "Politicians are trying to talk like scientists, and scientists in turn are compelled to talk like politicians. Nothing beclouds the future of television more than a few flowers or rhetoric."

Mayor for a Day

ROBERT M. PROVAN Jr., announcer of WDRC, Hartford, and a city alderman, will be acting mayor of Hartford Oct. 2. A Republican, Provan was elected alderman last year. Mayor Spellacy, a Democrat, has been ill for some time, hence Provan's rotating turn to be mayor for a day.

NO WBBM FOOTBALL

Station Plans Variety Series

Saturday Afternoons

WBBM, Chicago, key station of CBS, on Sept. 24 announced that no football, local or network, would be carried during the 1940 season. According to Stuart Dawson, assistant program director, it is felt that enough football is released locally to satisfy listeners. As BROADCASTING went to press, no arrangements had been made in Chicago for the release of CBS football broadcasts, WIND, the other CBS outlet, also having a no-football policy. Last year when WBBM carried Northwestern games as a local feature, WJJD, independent, released the network games. A similar arrangement is expected this season.

A variety show, *WBBM Theatre of the Air,* featuring a 26-piece orchestra, Dave Bacal, organist, two piano teams, three vocalists and a number of specialty acts, will occupy the Saturday 2:30-4:30 p. m. time. Eddie Dunn, formerly of WFAA, Dallas, has been engaged to act as m.c. The show will start on a sustaining basis Oct. 5 but is expected to be sponsored in entirety or by half-hour periods shortly.

DAVIS & SCHWEGLER, Los Angeles, is publishing a tune "The President of Love" by Don Naylor, continuity writer, and Mac McGowan, pianist, both of WGST, Atlanta.

Old Gold Enlarges

INCREASING its spot campaign for Old Gold cigarettes, following the end of its network show on NBC-Red on Sept. 27 [BROADCASTING, Sept. 15], P. Lorillard Co., New York, will start a twice-weekly series by the *Texas Rangers* on a CBS Pacific Coast network on Oct. 2, and will spot transcriptions of the quarter-hour programs on about 10 additional stations. On Sept. 30 the sponsor also started the *Landt Trio* on WGY, Schenectady, for two weekly quarter-hour periods. Programs were placed through Lennen & Mitchell, New York.

Sherman & Marquette Placing Willkie Discs

A SERIES of transcribed one-minute spot interviews with Presidential Nominee Wendell L. Willkie has been completed by Arthur Marquette, partner of Sherman & Marquette Inc., Chicago advertising agency, which handles the Associated Willkie Clubs of Illinois, and Henry Selinger, radio director of the agency, and will be broadcast on stations throughout the country several times daily until election day.

This scheme, new to politics, will serve to bring the candidate's platform and personality in answering sectional questions of interest to voters in particular localities.

Marquette and Selinger last month took mobile recording equipment to Rushville, Ind. for the interview. The answers were put on wax, brought back to Chicago and later dubbed onto the final records. People from all walks of life were questioned. Listed among the subjects on which the spots will deal are WPA, social security, machine politics, national defense and farm problems.

In connection with the release of the 93 one-minute Republican campaign transcriptions, it was stated Sept. 26 by Ed Kirby, NAB public relations director that the transcriptions had been checked and that they are not in violation of provisions of the NAB Code dealing with political broadcasts. The code bans dramatizations of political speeches. The NAB interpreted the transcriptions as being in the nature of interviews and straight announcements.

MBS Obtains Sponsors For 'Show of the Week'

THE 1940-41 edition of *Show of the Week,* sponsored as in previous years by local advertisers in the various cities in which the program is heard over MBS, started on Sept. 29, 6:30-7 p. m. Changing its previous format of a permanent comedian m.c. and a different band each week, the series this year has the Vincent-Lopez orchestra as a regular feature but presents a different guest star weekly.

Arranged by Redfield-Johnstone, New York, the program began its new season with the following sponsors: Howard Clothes Inc., New York, on WOR, WFIL, WGN, WAAB, WFIL; Cherner Motors, WOL; Mayor Jewelry, WKRC; Wilson Dairy, CKLW; Kronheim Furniture Co., WHK; Weinberger Drug Co., WHKC; Jefferson Federal Savings & Loan, WGRC; Joshe Brothers Co., KABC; D. Ghirardelli Co., San Francisco (chocolate), KHJ, KFRC, KMO, KGB, KALE, KOL.

New Wander Serial

WANDER Co., Chicago (Ovaltine), since 1931 sponsors of *Little Orphan Annie,* on Sept. 30 dropped that show and substituted *Capt. Midnight,* five-weekly quarter-hour adventure serial on 84 MBS stations. *Capt. Midnight* was for two years sponsored by Skelly Oil Co., Kansas City. Contract is for 52 weeks. The show will originate at WGN, Chicago, 5:45-6 p. m. (CST). Blackett - Sample - Hummert, Chicago, handles the account.

Radio Described As Best Medium For Drug Chains

Sam Henry Outlines Merits; Cooperative Plan Discussed

WITH drug manufacturers investing more of their advertising dollars in radio than in any other medium, the retail drug chain should follow suit to insure its stores getting their share of the business generated by the radio programs of the manufacturers, Samuel Henry, director of the NAB Bureau of Radio Advertising, told the convention of the Associated Chain Drug Stores, held in New York Sept. 16-18.

Citing the early morning *Musical Clock* programs and the news broadcasts which have been consistently employed by drug chains with good results and briefly mentioning other types of programs which have been used successively by drug chains, Mr. Henry urged the druggists to consult with their local station managements in planning their radio campaigns.

Reaching People

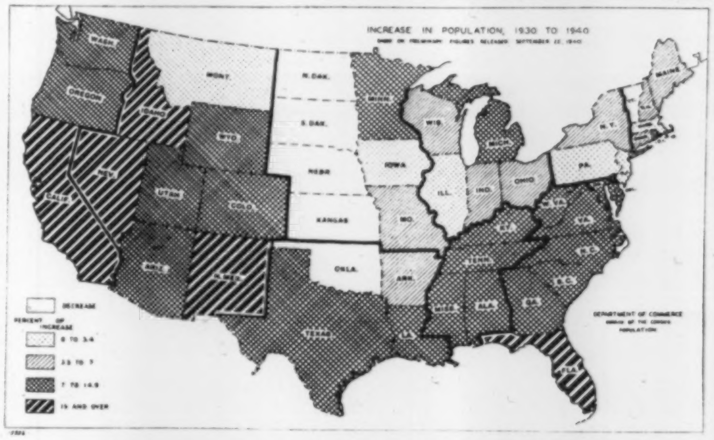
"Your local station can give you many more program suggestions, all proven audience-builders," he said. "Reaching people, that is your purpose in using radio. You want to reach the maximum number of people able to buy your merchandise, and you want to reach them quickly, on an intimate, friendly basis. Consult with the station man. It's his job to know his audience—their likes and dislikes—their listening habits and program preferences. He has had long experience in creating programs to reach all kinds of prospects, for all kinds of products. What items you choose to advertise and how you plan and produce your commercial copy, you naturally must know best, but here, too, I believe you will find the station man's advice essential.

"In your commercial copy you may want to concentrate, as do many chains, on fountain sales and luncheon specials. You may want to push private brands which get no other radio promotion. Besides direct selling you may wish to institutionalize and promote store services. You may want to build up your prescription department, or to emphasize free delivery and phone orders. You may be interested in doing a broad goodwill job, or you may want to use radio for a combination of these objectives.

"Radio is well fitted to do them all. Carefully thought out and skillfully executed, there is no limit to its possibilities. Writing radio copy requires as much thought and effort as any other advertising, but I can assure you that the proper attention to your commercials will pay handsome returns. Properly used, radio can be your No. 1 medium for sales, just as it is already the No. 1 medium of the manufacturers in your field."

Following Mr. Henry's talk, Edward H. Bowers, of Cramer-Krasselt Co., Milwaukee, presented a radio plan for the consideration of the group. While no details were divulged following the meeting, which was open to ACDS members only, it is understood that the plan would involve a program sponsored cooperatively by a group of drug chains in the association.

1940 CENSUS MAP OF UNITED STATES



New Population Census by States

Comparative ranks and totals, 1940-1930, as announced by U. S. Census Bureau, Sept. 22, 1940

State	*Rank 1940*	*Rank 1930*	*Population 1940*	*Population 1930*	*Pct. of Increase*
New York	1	1	13,379,622	12,588,066	6.3
Pennsylvania	2	2	9,891,709	9,631,350	2.7
Illinois	3	3	7,874,155	7,630,654	3.2
Ohio	4	4	6,889,623	6,646,697	3.7
California	5	6	6,873,688	5,677,251	21.1
Texas	6	5	6,418,321	5,824,715	10.2
Michigan	7	7	5,245,012	4,842,325	8.3
Massachusetts	8	8	4,312,332	4,249,614	1.5
New Jersey	9	9	4,148,562	4,041,334	2.7
Missouri	10	10	3,775,737	3,629,367	4.0
North Carolina	11	12	3,563,174	3,170,276	12.4
Indiana	12	11	3,416,152	3,238,503	5.5
Wisconsin	13	13	3,125,881	2,939,006	6.4
Georgia	14	14	3,119,953	2,908,506	7.3
Tennessee	15	16	2,910,992	2,616,556	11.3
Kentucky	16	17	2,839,927	2,614,589	8.6
Alabama	17	15	2,830,285	2,646,248	7.0
Minnesota	18	18	2,785,896	2,563,953	8.7
Virginia	19	20	2,664,847	2,421,851	10.0
Iowa	20	19	2,535,430	2,470,939	2.6
Louisiana	21	22	2,355,821	2,101,593	12.1
Oklahoma	22	21	2,329,808	2,396,040	—2.8
Mississippi	23	23	2,181,763	2,009,821	8.6
Arkansas	24	25	1,948,268	1,854,482	5.1
South Carolina	25	26	1,905,810	1,738,765	9.6
West Virginia	26	27	1,900,217	1,729,205	9.9
Florida	27	31	1,877,791	1,468,211	27.9
Maryland	28	28	1,811,546	1,631,526	11.0
Kansas	29	24	1,799,137	1,880,999	—4.4
Washington	30	30	1,721,376	1,563,396	10.1
Connecticut	31	29	1,710,112	1,606,903	6.4
Nebraska	32	32	1,313,468	1,377,963	—4.7
Colorado	33	33	1,118,820	1,035,791	8.0
Oregon	34	34	1,087,717	953,786	14.0
Maine	35	35	845,139	797,423	6.0
Rhode Island	36	37	711,669	687,497	3.5
District of Columbia	37	41	663,153	486,869	36.2
South Dakota	38	36	641,134	692,849	—7.5
North Dakota	39	38	639,690	680,845	—6.0
Montana	40	39	554,136	537,606	3.1
Utah	41	40	548,393	507,847	8.0
New Mexico	42	45	528,687	423,317	24.9
Idaho	43	43	523,440	445,032	17.6
Arizona	44	44	497,789	435,573	14.3
New Hampshire	45	42	489,716	465,293	5.2
Vermont	46	46	357,598	359,611	—0.6
Delaware	47	47	264,603	238,380	11.0
Wyoming	48	48	246,763	225,565	9.4
Nevada	49	49	110,014	91,058	20.8
Total			131,284,881	122,775,046	6.9

Minus Signs indicate decrease.

ISABEL RANDOLPH, of the *Fibber McGee & Molly* show, sponsored by S. C. Johnson & Son, has been signed to appear as "Mrs. Uppington", character in Republic's "Barnyard Follies". Caroline and Mary Jane Dezurik, heard on the Alka-Seltzer *National Barn Dance* for Miles Laboratories, also are in the cast.

Preliminary State census figures, broken down by counties and cities, are now available upon request from the U. S. Census Bureau, Washington. They show 1940 counts for each subdivision compared with 1930. Simply ask for the particular State or States desired.

Population Ranked For Large Cities

New Census Figures Reveal Shifts During Decade

FOLLOWING are the 1940 rankings of U. S. cities having 100,000 or more population in 1940, as released by the U. S. Bureau of the Census according to the 16th decennial census. Within the first 10 cities, the only change in rank resulted from the passing of St. Louis by Baltimore. Miami jumped all the way from 78th to 48th. Seventeen cities showed 10% or more increase since 1930 while 29 cities lost population. The figures are preliminary and subject to revision.

Rank	*City*	*1940 Population*	*Pct. of increase*
1	New York	7,380,259	6.5
2	Chicago	3,384,556	0.2
3	Philadelphia	1,935,086	—0.8
4	Detroit	1,618,549	3.2
5	Los Angeles	1,496,792	20.9
6	Cleveland	878,385	—2.4
7	Baltimore	854,144	6.1
8	St. Louis	813,748	—1.0
9	Boston	769,520	—1.5
10	Pittsburgh	665,384	—0.7
11	Washington, D. C.	663,153	36.2
12	San Francisco	629,553	—0.8
13	Milwaukee	589,558	2.0
14	Buffalo	575,150	0.4
15	New Orleans	492,282	7.3
16	Minneapolis	489,971	5.5
17	Cincinnati	452,852	0.4
18	Newark	428,236	—3.2
19	Kansas City	400,175	0.1
20	Indianapolis	386,170	6.0
21	Houston	386,150	32.1
22	Seattle	366,847	0.3
23	Rochester	324,694	—1.0
24	Louisville	318,713	3.6
25	Denver	318,415	10.6
26	Portland	307,572	1.9
27	Columbus	304,936	4.9
28	Oakland	304,909	7.3
29	Atlanta	302,538	11.9
30	Jersey City	301,012	—5.0
31	Dallas	293,306	12.6
32	Memphis	291,312	15.1
33	St. Paul	288,023	6.0
34	Toledo	281,096	—3.3
35	Birmingham	264,151	1.7
36	Providence	253,214	0.1
37	San Antonio	253,143	9.3
38	Akron	243,130	—4.7
39	Omaha	223,185	4.3
40	Dayton	211,456	5.2
41	Syracuse	205,637	—1.8
42	Oklahoma City	204,517	10.3
43	San Diego	202,038	36.5
44	Worcester	193,402	—1.0
45	Richmond	190,341	4.1
46	Ft. Worth	177,748	8.7
47	Jacksonville	174,336	34.6
48	Miami	170,877	54.4
49	Youngstown	167,426	—1.5
50	Nashville	167,415	8.8
51	Hartford	166,329	1.4
52	Grand Rapids	164,061	—2.7
53	Long Beach	163,441	15.1
54	New Haven	160,257	—1.5
55	Des Moines	159,155	11.6
56	Flint, Mich.	151,275	—3.3
57	Salt Lake City	150,019	7.0
58	Springfield, Mass.	148,989	—0.6
59	Bridgeport	146,900	0.1
60	Norfolk	143,275	10.5
61	Yonkers, N. Y.	142,404	5.8
62	Tulsa	141,750	0.3
63	Scranton, Pa.	140,393	—2.1
64	Paterson, N. J.	139,651	0.8
65	Albany	130,447	2.4
66	Chattanooga	128,138	7.0
67	Trenton	124,685	1.1
68	Spokane	122,462	6.0
69	Kansas City, Kan.	121,258	—0.5
70	Ft. Wayne	118,193	2.8
71	Camden, N. J.	117,777	—0.8
72	Erie, Pa.	116,247	0.2
73	Fall River, Mass.	115,567	0.3
74	Wichita, Kan.	113,540	2.2
75	Knoxville	112,002	5.9
76	Wilmington, Del.	111,432	4.5
77	Cambridge, Mass.	111,120	—2.2
78	Gary, Ind.	110,863	10.4
79	Reading, Pa.	110,704	—0.4
80	New Bedford, Mass.	110,296	—2.0
81	Elizabeth, N. J.	109,396	—4.5
82	Canton, O.	108,337	3.3
83	Tampa	107,674	6.4
84	Tacoma, Wash.	107,520	0.7
85	Sacramento	105,530	12.6
86	Peoria, Ill.	105,003	*
87	Somerville, Mass.	102,304	—1.5
88	South Bend, Ind.	101,410	—2.7
89	Lowell, Mass.	101,331	1.1
90	Utica, N. Y.	100,534	—1.2
91	Charlotte, N. C.	100,327	21.4
92	Duluth, Minn.	100,238	—1.2

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* Less than one-tenth of 1%.

— Minus sign indicates decrease.

Hollywood Turning to Radio for Talent

Feud Turns to Friendship as Two Industries Work Together

By DAVID GLICKMAN

THE DECADE-LONG battle between motion pictures and radio, with film exhibitors doing most of the shouting, is rapidly fading and the two industries today are working closer together for mutual benefit.

There *is* an occasional flareup on the part of some film producer who threatens to bar his screen talent from the air as a means of appeasing exhibitor groups. But representatives of both industries understand the motive.

Hollywood screen production units that once scorned radio as a bad showcase for their contracted talent today look to the broadcasting industry for new ideas and talent. They find it a fertile field. Writing, acting and production personnel of radio are getting an increasingly attentive ear from the films.

Loudspeakers Scouted

This is evidenced by the practice of many motion picture concerns who make almost continuous checks on local and network releases. Story departments of major film studios and independent units too, have radio sets blaring throughout the working day, hoping to find potential entertainment leads or story material for picturization. As a result, during the past few years scores of radio dramatic and comedy serials as well as half-hour sketches and musicals have been bought by film studios.

In addition, the motion picture industry has made, and is still making extensive raids on the personnel of many network shows, signing producers and announcers, as well as writers and popular personalities. The film industry, constantly in need of and on the alert for new faces, has its scouting talons reaching out to virtually every broadcasting studio in the country.

Most of the major Hollywood film studios have installed "intelligence boards" in the larger cities. They look over and pass temporary judgment on local station talent and also check possible story material. Agencies too have been requested to submit available story material for possible screening. A survey of author's representatives reveals that all story properties are being carefully perused as possible vehicles for the films. Film studios today take no chances. They make it a practice to look over all radio scripts submitted. As a result, many valuable stories have been obtained for picturization. Some already have been filmed and released. Some are now in process of being made into motion pictures. Still other stories, taken from radio, have been filed for future use. Film studios in many instances buy only title rights of radio sketches and serials, preferring to build their own story around them.

Several dramatic sketches used on the CBS *Big Town* series, featuring Edward G. Robinson and sponsored by Lever Bros. (Rinso), have been taken up by the film market. *Silver Theatre*, sponsored by International Silver Co. on CBS has also been a source of picture material for the movies. True Boardman, a writer on that series for several seasons, has sold a couple of his original radio dramatic playlets to film studios. He also collaborated with Grover Jones in writing "Son of the Navy", used on that program. The sketch was later bought by Monogram Productions Inc., as a vehicle for James Dunn and Jean Parker.

THEY MADE GOOD IN MOVIES

HANDSOME IS AS HANDSOME DOES, and it took more than mere good looks to win stellar playing roles in Hollywood for these two radio announcers. At left is Truman Bradley, who gave up law to become a CBS Chicago announcer, made good and got Hollywood offers. He has feature roles in Paramount's "A Night at Earl Carroll's" and RKO's "Millionaires in Prison" and was a supporting star in "Northwest Passage". At right is Ronald Reagan, ex-sportscaster of WHO, Des Moines, Warner player.

The film was released several months ago for national distribution. Then, too, film interests have acquired many a dramatic and comedy opus from the weekly half-hour NBC *Woodbury Hollywood Playhouse* sponsored by Andrew Jergens Co. (soaps), which stars Charles Boyer. The NBC *Don Ameche Show*, sponsored by P. Lorillard & Co. (Old Gold), is another mine of potential film material.

A Radio History

Irving Reis, formerly a CBS *Workshop* writer-producer, and now an RKO-Radio Pictures director, some time ago sold his "Meridian 7-1212", to 20th Century-Fox. That studio, incidentally, about three years ago based a motion picture, titled "Wake Up and Live", around the Walter Winchell and Ben Bernie radio feud.

The film, "Sing and Be Happy", which featured Tony Martin, also produced by 20th Century-Fox, was built around a radio community sing program. That film company has in its future file, scripts of *Cavalcade of Radio*, a history of the industry, which Ted Sherdeman, NBC Hollywood writer-producer, and Major J. Andrew White, one of the founders of CBS, collaborated in writing.

Patterson McNutt, a prolific writer, several years ago sold his radio script, "Happy Journey" to Paramount Pictures Corp. for a reported $10,000. It had previously been used on the CBS *Texaco Star Theatre*, with John Barrymore and Lurene Tuttle featured. There have been scores of such individual sales made, with a variety of prices reported for scripts. A Hollywood picture concern is reportedly negotiating for film rights to *Court of Missing Heirs*.

Another major studio is said to be negotiating for film rights to the *Professor Quiz* program, and plans a series of short subjects centered around the show. Because of the popularity of the NBC *Good News of 1940*, Metro-Goldwyn-Mayer Studios is planning to make a new short subject based on that radio title. MGM acquired film rights to the *Passing Parade*, a couple years ago, and also put John Nesbitt, commentator, under contract as writer and producer. He is currently sponsored once weekly on seven NBC-Pacific Blue stations by Bank of America, San Francisco, using the *Passing Parade* as the title of his quarter hour commentary.

Universal Pictures is currently shooting a sequel to last year's *Green Hornet* series. Based on an episode of the radio serial, the current film will be titled "The Green Hornet Strikes Again." The famous Charlie McCarthy - W. C. Fields feud featured a few years ago on the NBC *Chase & Sanborn Show*, sponsored by Standard Brands, resulted in Universal making the picture, "You Can't Cheat an Honest Man". "Charlie McCarthy, Detective", was another Universal release of last year. That idea was also taken from the radio program which features Edgar Bergen and his dummy.

Many Shows Filmed

Easy Aces, sponsored on NBC by Anacin Co., was acquired by Warner Bros., who made a serial film based on the program. *Hollywood Hotel*, formerly sponsored by Campbell Soup Co. on CBS, was also made into a feature film by that studio. The entire radio cast was used in the production. Pathe Inc. has film rights to *Information Please*, sponsored by Canada Dry, on NBC-Blue, and has made a series of short subjects under that title, releasing through RKO. There is March of Time Inc., also an RKO release, which gets its title originally from the former radio program by that name.

Paramount Pictures expects to reap a national gross of nearly $1,000,000 from the last Jack Benny picture, "Buck Benny Rides Again", built around comedy sketches from the NBC program, sponsored by General Foods Corp. (Jell-O). As result of its success the film company is shooting a motion picture based on the Jack Benny-Fred Allen radio feud. It is titled "Love Thy Neighbor". Besides the two comedians, other well-known radio talent artists are featured.

Another for Aldriches

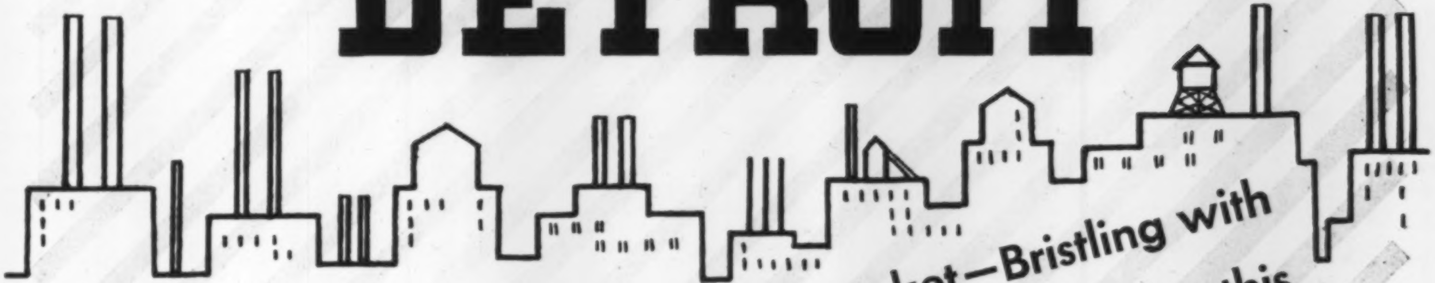
Paramount has produced two films built around the NBC *Aldrich Family* series, also sponsored by General Foods. A third is planned. Early this year Paramount acquired use of the radio program name, *I Want a Divorce*, and made a full-length feature starring Joan Blondell and Dick Powell, building it around the title. The program, sponsored by Food & Beverage Broadcasters Assn. on NBC last season, shifts to CBS under continued sponsorship of the cooperative group on Oct. 5. The "Big Broadcasts" of 1936, '37 and '38, suggested yearly by radio, and featuring well-known radio talent, were produced in feature length by Paramount.

Columbia Pictures is currently shooting a film built around the weekly half-hour Mutual-Don Lee network program, *Nobody's Chil-*

(Continued on page 74)

WXYZ

DETROIT



America's Big Payroll Market—Bristling with Millions of Dollars for Daily Needs . . . BID for this Business with WXYZ's Dominant Coverage at the Lowest Radio Dollar Rate.

WXYZ–KEY STATION OF MICHIGAN RADIO NETWORK

5000 WATTS *Daytime* . . . **1000** WATTS *Nighttime*

BASIC DETROIT OUTLET FOR **NBC** BLUE NETWORK

National Sales Representative—**PAUL H. RAYMER CO.**

Coughlin Series Plans Canceled

'Powerful' Interests Exerting Influence, Says Priest

PROPOSED resumption of the broadcasts of Father Charles E. Coughlin, the Detroit radio priest, has been cancelled, according to Stanley Boynton, head of Aircasters Inc., Detroit agency which has handled the Coughlin account. The reason for the decision not to begin Fr. Coughlin's proposed Sunday half-hour transcription series Oct. 6, as scheduled, was that sufficient stations could not be lined up.

The new Fr. Coughlin series was offered to a large list of stations, and Mr. Boynton reported [BROADCASTING, Sept. 15] that most of them had renewed. The schedule was offered on a 52-week basis, but the NAB Code Committee recently ruled [BROADCASTING, Sept. 1] that the priest's sponsored broadcasts would be acceptable only for the duration of the political campaign, which would have given him only four Sunday periods before the elections.

Statement by Coughlin

First reactions to Fr. Coughlin's decision not to resume his broadcasts were felt at the FCC, where numerous letters of complaint were received, some charging undue influences were keeping the Detroit radio priest off the air. In an interview in *Social Justice* Magazine, Fr. Coughlin himself asserted that, though many small stations had accepted his series, most of the large stations had declined to carry it. He charged that "men powerful in the field of radio and other activities" had forced the decision on him not to return to the air, and added that he would not broadcast again "until we cease to be warminded—it may be ten months or it may be ten years."

"I am definitely aware," he stated, "of efforts made in the past to ostracise me from the air. I am also aware that the sponsors of these efforts—men powerful in the field of radio and other activities—have not altered their resolution to silence me by one method or another.

"Insofar as they have forced a decision upon me, and with no alternative, I graciously accept it and at the same time extend to them my heartiest congratulations for all that the future holds in store for them."

Fr. Coughlin stated no lack of funds but rather lack of higher power stations prompted the cancellation. He said he had enough money to carry on for 10 years. It was also announced that Cyril I. Gutherol, his organist and musical director, had resigned.

Stations Rejecting

Social Justice reported the following stations as being among those refusing the Coughlin contract: WGR, Buffalo; WEW, St. Louis; WMAQ, Chicago; WHO, Des Moines; KSTP, St. Paul; WGN, Chicago; the Colonial Network; KMOX, St. Louis; WMCA, New York; WGAR, Cleveland; WTMJ, Milwaukee; WHAM, Rochester. It quoted reasons as stated by them, which for the most part referred to unwillingness to devote their stations to controversial issues and to contravene the code.

"It is only fair to remark," added *Social Justice*, "that Station WJR, Detroit, and—surprising as it may be—Station WFIL, Philadelphia, were two of the large stations willing to carry the radio priest's program. However, practically every large radio outlet contacted, either directly or indirectly, refused to sign contracts."

AN INTENSIVE promotional campaign, to crystallize enthusiasm among dealers as well as consumers, was launched in late September by this group of executives, for the weekly half-hour *Design for Happiness*, which started Sept. 29 under sponsorship of Libbey-Owens-Ford Glass Co., Toledo (flat glass products), on 67 CBS stations, Sunday, 5-5:30 p.m. (EST). Initial sales meeting for dealers was held in Hollywood, with Harry Ives, L-O-F sales promotion executive, explaining effectiveness of radio in selling the product. In photo are (l to r) Harry Ives; George L. Moskovics, CBS Pacific Coast sales promotion director; William E. Forbes, network sales executive, and Frank Gehring, Southern California manager of Libbey-Owens-Ford Glass Co.

Drama of California Kidnap Capture Brought to Nation by Radio Coverage

THE DRAMATIC capture of the kidnaper of little Marc de Tristan by a lumberjack in the mountain wilds on Sept. 22, one of the biggest stories to come out of California since the Gold Rush, found the McClatchy stations and the networks on the job.

A special broadcast from Placerville, historically known as Hangtown, in the famous Mother Lode country, was carried by the combined NBC-Red and Blue transcontinental networks the night of Sept. 22 from 9-9:21 p.m. (PST). Similar release was given a pickup from the Hillsborough home of Count and Countess de Tristan, beginning at 9:21 and continuing until 9:57 p.m. (PST).

Lane Takes Charge

The Placerville pickup was arranged and supervised by Howard Lane, general manager of the McClatchy stations, NBC affiliates. As soon as the capture of the kidnaper had been flashed to the world, Lane commandeered a group of engineers, announcers and producers and sped to Placerville, some 60 miles distant. The kidnaped child had been brought there from the little town of River Pine by his rescuers.

The broadcast included interviews with Earl Merritt one of the captors; State police officers, Mr. and Mrs. Frank Breitenbach, conductors of the general store at River Pine, where little Marc was cared for and fed after his abductor was beaten into submission; Mrs. Della Miles, postmistress at Aukum, Cal., who first tipped off the capture in a telephone message to the *San Francisco Chronicle*, and others.

Meanwhile, Don Thompson, special events director of KPO-KGO, San Francisco, Jimmy Mathews, staff announcer and Clark Saunders, engineer, sped to the Hillsborough mansion. There they arranged interviews with a spokesman for the de Tristan family, neighbors, acquaintances, reporters, cameramen and police. A special coast broadcast was released from 10:21-11 p.m. (PST) in addition to the transcontinentals.

The special events department of Don Lee's KFRC was at Hillsborough when the baby was returned home. Art Van Horn, assisted by Al Hunter and Pat Kelly, cut a transcription describing the reunion scene, which was put on KFRC that night.

Wage & Hour Division Acts to Rush Procedure

NEW procedure announced Sept. 22 by the Wage & Hour Division, U. S. Labor Department, provides a form for employers to fill out when they are charged with violation of the Wage & Hour Law. Designed as an "examination of conscience" procedure, the Division expects speedier action on complaints, which become "live" immediately instead of resting until an inspector can get around to investigate.

The form is titled AD-85 and by filling it out employers will discover whether they have been violating the law. Information supplied in the form does not affect in any way any cause of action arising under the law nor does it give the employer any immunity in a civil or criminal action. The form has been submitted to 52 trade associations, all of which are said to have voiced approval of the procedure.

COPY RESTRICTION IN CODE SPECIFIED

IMPOSING limitations on the length of commercial copy, including time devoted to contests and offers, the commercial section of the NAB self-regulation code becomes effective Oct. 1. All other sections of the code, including those having to do with children's programs, broadcasting of controversial public issues, news broadcasts, educational and religious programs, have been in effect since Oct. 1, 1939.

Provisions of the code dealing with commercial copy are as follows:

Acceptance of programs and announcements shall be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, radio advertising, testimonials and other statements comply with pertinent legal requirements, fair trade practices and accepted standards of good taste.

Brief handling of commercial copy is recommended procedure at all times.

Member stations shall hold the length of commercial copy, including that devoted to contests and offers, to the following number of minutes and seconds:

Daytime	
Fifteen-minute programs	3:15
Thirty-minute programs	4:30
Sixty-minute programs	9:00
Nighttime	
Fifteen-minute programs	2:30
Thirty-minute programs	3:00
Sixty-minute programs	6:00

Exceptions: The above limitations do not apply to participation programs, announcement programs, "musical clocks," shoppers' guides and local programs falling within these general classifications. Because of the varying economic and social conditions throughout the United States, members of the NAB shall have the right to present to the NAB for special ruling local situations which in the opinion of the member may justify exceptions to the above prescribed limitations.

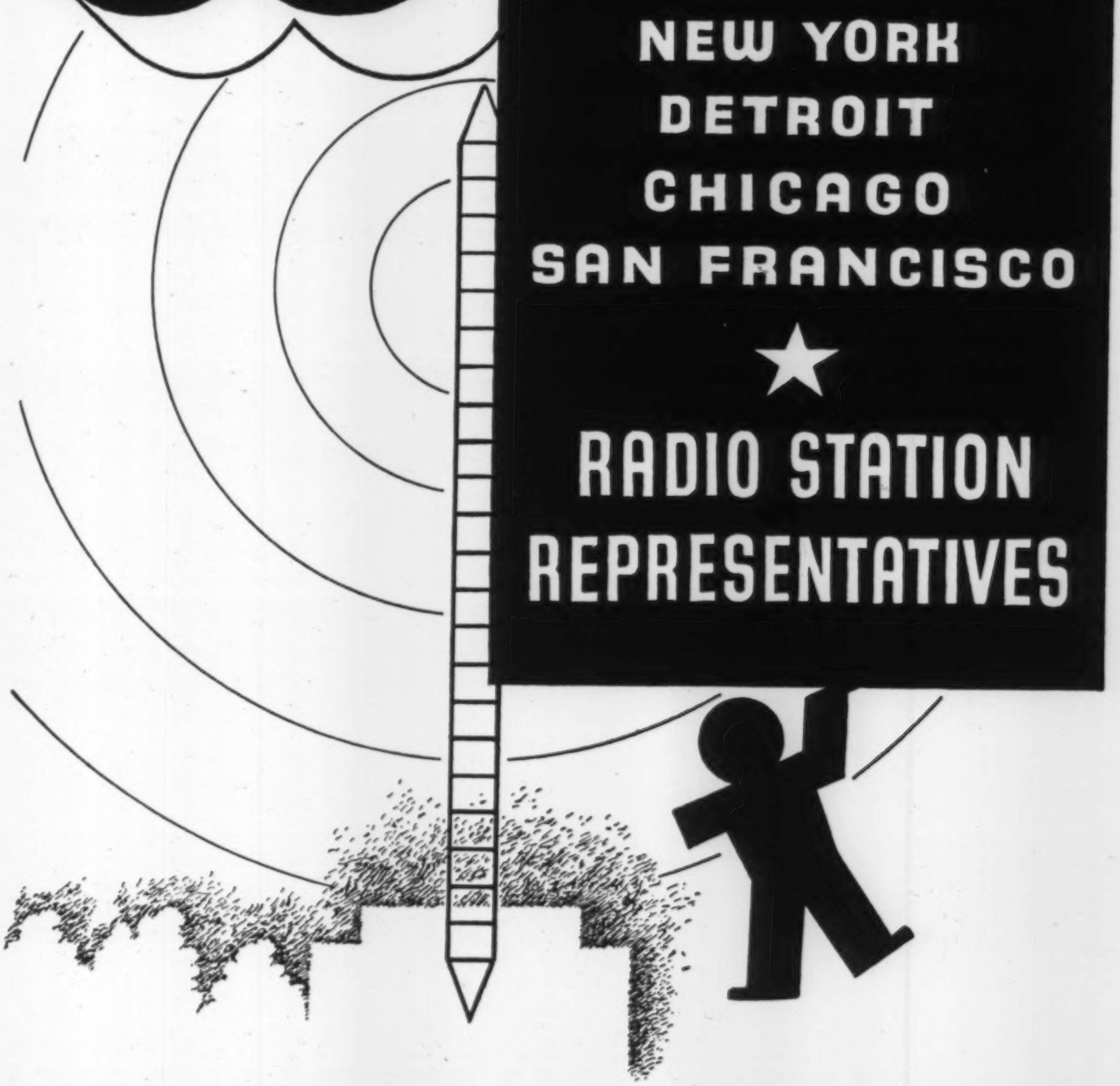
Bernie for Emerson

EMERSON DRUG CO., Baltimore, brings Ben Bernie back to the air in its new series for Bromo Seltzer, starting Oct. 1 on NBC-Blue. Feature of the program, as indicated by its title of *Ben Bernie's Musical Quiz*, is an audience participation quiz, in which two teams of four men and four women chosen from the audience identify questions and answers suggested by the titles of songs played by the orchestra, with the winning team getting its cash prize by grabbing coins from a fish bowl, amount of the prize depending on the size of the grab and the grabber's luck in getting silver rather than copper coins. Bernie's wise cracks, music by his band and the singing of Carol Bruce will make up the rest of the Tuesday evening half-hour, placed through Ruthrauff & Ryan, New York.

Ludens Listing 85

LUDENS, Reading, Pa., will use announcements and a few five-minute spots during sport programs, newscasts, weather spots, etc., on a list of about 85 stations during the coming winter season for its cough drops. Schedule is now being compiled by J. M. Mathes, New York, agency handling the account.

WEED
AND COMPANY



NEW YORK
DETROIT
CHICAGO
SAN FRANCISCO

★

RADIO STATION REPRESENTATIVES

Court Order Restraining AFM In AGMA Case Is Continued

Right of Free Association Cited at Hearing; Attacks on Petrillo Declared Unfounded

STAY order issued Aug. 29 by Justice Ferdinand Pecora of the New York State Supreme Court restraining James C. Petrillo, president of the American Federation of Musicians, from acting to prevent public performances by instrumentalists belonging to the American Guild of Musical Artists unless they resign and join AFM [BROADCASTING, Sept. 1], remains in effect following Justice Aron Steuer's verdict to reserve decision on a motion of AGMA for a temporary injunction against Petrillo, pending trial. Justice Steuer announced that "the motion will not be decided for some time", at the conclusion of a hearing Sept. 19.

Free Association

Both sides had retained special counsel to argue their cause at the hearing, with Louis Boudin, authority on constitutional and labor law, appearing for AGMA, and Samuel Seabury, president of the Association of the Bar of New York City and former judge of the Court of Appeals who conducted the investigation that led to the resignation of James J. Walker as mayor of New York, representing Petrillo. Commenting on Judge Seabury's action in becoming counsel for Petrillo, the *New York Herald-Tribune* on Sept. 19 published an editorial expressing surprise and stating that "it comes as something of a shock that the arch crusader against political tyranny and corruption should agree to lend the weight of his ability and prestige in support of a labor tyranny more vicious than Tammany rule."

Mr. Boudin based his plea for an injunction on the common law right of "free people to freely associate with each other for mutual protection" under which all labor and professional organizations are formed and which right would be invaded, he said, if Petrillo were permitted to carry out his threat to forbid AFM members from performing with instrumentalists who are AGMA members, thus virtually banning the latter from employment with symphony orchestras, on the concert stage or the radio.

Both AGMA as an organization and its members as individuals have important contracts with managers which the Petrillo edict, if carried out, would nullify, Mr. Boudin argued, so that in effect the ruling constitutes "malicious interference" with the right of artists to make contracts.

If Petrillo succeeds in requiring the instrumentalists to resign from AGMA and join AFM, the existence of AGMA will be endangered, Mr. Boudin continued, constituting a threat to the rights of AGMA's non-instrumentalist members who are not eligible for AFM membership and so might be deprived of their collective bargaining rights. The AFM answering affidavit does not deny AGMA's right to existence, he said, and granting a temporary injunction would not injure the AFM.

Jurisdictional Issue

Dismissing the affidavits of the AGMA officers and members as largely irrelevant and denouncing their attacks on Petrillo as unfounded and being designed for purely publicity purposes, Judge Seabury stated that the question of whether the instrumentalists should belong to AGMA or AFM was a matter that properly should be decided by the American Federation of Labor, with which both unions are affiliated, and not by the courts.

He cited previous instances of AGMA requests for jurisdiction over certain classes of instrumental musicians which were denied by AFM and also by AFL. He quoted the AFM charter, which gives this union, so far as the AFL is concerned, "exclusive jurisdiction over all performers on musical instruments who render musical services for pay," and asked why AGMA had not appended a copy of its charter to its complaint, charging that AGMA did not dare do so as its charter would admit the prior right of AFM.

Explaining why the musicians' union, which for more than 40 years had not attempted to organize the concert instrumental soloists, was now asking them to join AFM, Judge Seabury stated that the organization of AGMA makes a new situation, competitive with AFM and challenging AFM's rights to solidarity.

Neither Petrillo nor Lawrence Tibbett, AGMA president, were present during the hearing, which had been set for the end of the day's calendar and was not begun until 3:40 p.m. A host of opera and concert stars from AGMA's membership had been expected on hand, but because of the lateness of the hour only Frederick Jaegel, tenor, and Frank Chapman, baritone, were present. Arguments of both attorneys were limited by Justice Steuer, who at one point informed Mr. Seabury that "I have reached the point where physically I can't pay much more attention," and censured Mr. Boudin for repetition.

Hole-in-One

PAUL A. PORTER, who returned Sept. 23 to his post as Washington counsel for CBS, scored a hole-in-one in a golf match at the Congressional Country Club Sept. 15. It was a 200-yard drive on a par 3 hole. Mr. Porter since last April has been on leave from CBS to serve as assistant to Chester Davis, agricultural member of the Defense Commission. He will continue to act as a consultant with Mr. Davis, under a $1-per-year status.

WGN-AGMA Pact

WGN Concert division, headed by Austin Wilder, on Sept. 16 signed a basic agreement with the American Guild of Musical Artists. Contract covered terms and conditions under which artists will be managed by the division. Signing of this agreement was a prerequisite to WGN actually taking AGMA artists under management since it will handle name stars for radio, concert, symphony and movies.

SPONSORIAL DIDOS accompanied the opening of the *Scramby Amby* broadcasts of the Walter H. Johnson Candy Co., Chicago, to advertise its Power House Candy bars. Company officials were in Cincinnati last month for the WLW opening and are here shown doing a publicity stint in the Netherlands Plaza Hotel (l to r): H. L. Haag, distributor; Walter H. Johnson, president of the Chicago firm; A. R. Rodebecker, distributor; Ray Shannon, who conducts the audience participation show. The company is also sponsoring local programs on about 20 other stations, including *Ned Jordan*, on WXYZ, Detroit, and the Michigan State Network, with hookup of WGN, Chicago; *The Shadow*, on Iowa Broadcasting System and WCAE, Pittsburgh; and various other shows on WGR, Buffalo; WAVE, Louisville; KSD, St. Louis; KSTP, St. Paul. Franklin Bruck Adv. Corp., New York, is the agency.

Regional Granted Gov. Murphy, N. H.

Manchester Outlet on 610 kc.; Dalton, Ga., Gets Local

THE Republican Governor of New Hampshire, Francis P. Murphy, is principal stockholder in The Radio Voice of New Hampshire Inc., authorized Sept. 17 by the FCC to construct a new station in Manchester, to operate with 5,000 watts day and 1,000 night on 610 kc. The grant gives Manchester its second regional station and is one of the few new regionals authorized for construction thus far this year [see page 70].

Gov. Murphy, who in private life is in the investment business, is president and 90% stockholder in the new company. Edward J. Gallagher, director and holder of 5% of the stock, is publisher of the *Laconia Citizen* and vice-chairman of the Democratic State Committee of New Hampshire. Dr. James J. Powers, a physician and member of the Maine-New Hampshire Interstate Bridge Authority, is the other 5% stockholder.

One other new station was granted to a Governor of a State earlier this year when the FCC authorized Gov. E. D. Rivers, of Georgia, to construct a local outlet on 1420 kc. in Valdosta, also undertaken as a private enterprise. The station, authorized Feb. 27, took the air as WGOV July 25.

Dalton, Ga., Grant

Another new station was authorized by the Commission Sept. 17 in granting the application of Dalton Broadcasting Co., Dalton, Ga., for a 250-watt outlet on 1200 kc. in that community. The officers and stockholders are: J. B. Roach, auto accessory merchant, president, 59% stockholder; J. C. Wink, theatre owner, vice-president, 10%; W. V. Williams, radio shop owner, secretary-treasurer, 25%; J. T. Bates, merchant, director, 5%; O. R. Hardin, attorney and mayor of Dalton, director, 1%.

WMRC, Intermountain Stations Added to MBS

ADDITION of WMRC, Greenville, S. C., and of the Intermountain Network, comprising three Utah stations, to the MBS roster in September brings the list of Mutual affiliates to a total of 150. WMRC, operating with 250 watts on 1500 kc., joined MBS Sept. 22. A week later, Sept. 29, the Utah group also joined, including KLO, Ogden-Salt Lake City, with 5,000 watts on 1400 kc.; KOVO, Provo, 250 watts on 1210 kc., and KEUB, Price, 250 watts on 1420 kc.

Intermountain Network began operation simultaneously with the MBS affiliation, Paul R. Heitmeyer, president of the regional hook-up and vice-president of KLO, announced, the Mutual lines making possible the full-time regional operations. Also on Sept. 29, KFJI, Klamath Falls, Ore., joined Don Lee-Mutual, replacing KSLM, Salem, Ore.

In addition to Mr. Heitmeyer, the officers are Jack Richards and Arch Madsen, vice-presidents; Clifton A. Tolboe, treasurer; A. L. Glasman, secretary. S. M. Vartis is national advertising manager, and the George P. Hollingbery Co. represents the group nationally.

Foot Ball Reporting As Detroiters Like It

—for 16 Years!

E. L. "TY" TYSON

- Just as there are preferred seats in every foot ball stadium, so is there a spot on radio dials in Detroit that is always turned to by a big majority of the listening audience when foot ball play-by-play reports are broadcast. That spot is 920 kc.—the WWJ SPOT

- For 16 consecutive seasons Detroiters have been viewing University of Michigan foot ball games through the eyes of E. L. "Ty" Tyson, over WWJ. How well "Ty" has held and increased the WWJ audience is evidenced by the survey findings below:

61% Listening to WWJ

A certified survey, made by the Hooper-Holmes Bureau, during the final game of the 1939 season, between the University of Michigan and Ohio State University, revealed that:

61%	of the audience was listening to	WWJ
24%	of the audience was listening to	WJR
15%	to all other stations	

Both WWJ and WJR were broadcasting the U. of M. - Ohio State foot ball game.

WWJ

National Representatives

George P. Hollingbery Company

New York -:- Chicago -:- Atlanta
San Francisco -:- Los Angeles

NBC Basic Red Network Station

As long as

As long as men and women dream of a new house, a new car . . . as long as boys and girls dream of making fame and fortune with their songs or guitar-playing or tap-dancing . . .

Just so long will you find the human responsiveness which helps explain the unique advertising success of Major Bowes' Original Amateur Hour and Chrysler Cars.

By design, by luck, you have in this famous program—now in its two hundred and eleventh consecutive week over the Columbia network—a meeting place of human impulses that mesh together powerfully.

The raw materials of the program are the hopes and ambitions of boys and girls. The audience of

s people dream…

35,000,000 adults each week listen and laugh at some, applaud and vote for others; it's pleasing to help discover the new and talented.

But all the while that vast audience also has its own hopes and its own wishes…for new things, new cars. So when Major Bowes begins to talk to those personal hopes and wishes, begins to talk about the superlative new Chrysler cars, he talks to an alive and responsive audience.

Chrysler's President Keller calls this CBS program "…an important medium in acquainting the people with Chrysler products, and in creating enthusiasm among dealers, and in informing many millions of the quality, performance and service we wish to maintain in respect to our products."

Columbia Broadcasting System

Some astronomy about

MAJOR BOWES

1 Telephoned votes to Major Bowes Chrysler Programs now total 3,102,554.

2 11,385 telephone operators, working under 812 supervisors, assisted by 964 messengers, and 1370 tally clerks have recorded these telephoned votes.

3 During these four years Major Bowes has saluted 206 cities and 2 World's Fairs.

4 Major Bowes has received 2726 honorary appointments from public officials, organizations, fraternities, clubs and the like, in 229 cities.

5 Over 114,400 auditions have been given for Major Bowes' Original Amateur Hour since 1936; 2704 amateur acts reached the air; 4000 performers appeared in these.

6 Major Bowes' Amateur units have visited 95% of all American cities with a population of 2500 or more.

7 In the 211 broadcasts over CBS air for Chrysler products, Major Bowes' Amateur Hour has made some 4,050,000,000 total advertising impressions. (An impression equals one listener to all or part of one broadcast.)

8 During this same period Major Bowes has spoken 114,400 words of commercials for Chrysler products.

9 Major Bowes has never missed an Amateur Hour broadcast.

Motor Industry's Fall Debut Marked by Spot Placements

Ford, Buick, Plymouth and Studebaker Heaviest Users of Time as New Models Are Announced

SURVEY of 1941 model announcements by the auto industry indicates that the volume of radio time being used is about the same as at the start of the 1940 model season.

Ford Motor Co. and Chrysler Corp. continues as the only network program users of consequence, although Studebaker Corp. is becoming a constantly more important time user.

Ford used the greater number of spots in the industry to introduce the 1941 models in late September. Over 200 stations were scheduled through Oct. 2 with transcribed announcements, most of them one minute long, covering the new cars.

Ford Placements

Ford Dealers Advertising Fund (Kansas City branch), on Oct. 5 will start sponsorship of nine weekly Missouri U, Kansas U and Kansas State football games on seven Kansas stations with KMBC, Kansas City, as key station for the temporary network. Walt Lochman, KMBC sports announcer, will handle the play-by-play accounts which will be released over KTSW, Emporia; KVGB, Great Bend; KSAL, Salina; KFBI, Wichita; KGNO, Dodge City; KOAM, Pittsburg.

On Oct. 12, the Fund (Chicago branch), starts sponsorship of seven weekly games in which Northwestern U and Illinois U participate. Four games will feature the former, three the latter. Bob Elson will be at the microphone. On the same date, Oct. 12, the Fund (St. Louis branch) will start a nine-week schedule of games featuring St. Louis U, Missouri U and Washington U, on KMOX, St. Louis. France Laux, veteran KMOX sports announcer, will describe the play. McCann-Erickson, Chicago, is agency.

Simultaneously, Ford opened the 1940-41 series of *Sunday Evening Hour* programs, which continue to be placed by N. W. Ayer & Son. These programs will continue over CBS through the winter and spring months, as in previous years, with a series of guest conductors and guest soloists.

Chrysler's heaviest spot buying program at new car announcement time came during the latter half of September, when 154 stations used one-minute announcements placed for Plymouth Division, by J. Stirling Getchell Inc. At the same time the corporation continued the CBS *Major Bowes* program.

Chevrolet's radio announcement program was considerably lighter than in previous years. Major stations in 20 key cities used live spot announcements during the 11 days preceding Chevrolet's introduction in the latter half of September, through Campbell-Ewald Co., Detroit.

Buick used 104 stations in a spot campaign [BROADCASTING, Sept. 1] to introduce its new models at the start of the season.

All companies, as usual, made available to their dealers copy for announcements, transcriptions and other material to be used on a voluntary basis by the dealer, or on a cooperative basis. Inasmuch as the great bulk of this material is sent out to branches and there distributed to dealers, no accurate indication is available on the extent of time scheduled.

Studebaker Using 91

Studebaker Corp., South Bend, on Oct. 1 started its fall campaign of twice and thrice-weekly quarter-hour transcribed spot programs featuring Richard Himber, his orchestra and the Rhythmic Sixteen on 91 stations. Each program will feature a guest artist, with Rudy Vallee, Kate Smith, Lanny Ross, Frank Parker and Ethel Merman signed to perform. Commercial announcements will be dramatized. Transcriptions were cut by World Broadcasting System. Roche, Williams & Cunnyngham, Chicago, handles the account. The list follows:

KWJB KOY KARK KMJ KFBK KFSD WICC WTIC WDEL WQAM WMBD WOC KWKH WTAG KGHL KRBM KGIR KPFA WHAM WSYR WIBX WBT WPTF WBIG WBNS WSPD WKBN KVOO WLEU WBRE WSM KVI WCHS WWVA WAPI KNX KPO KOA WJSV WRC WSB WMAQ WIRE WSBT WHO WHAS WWL WFBR WBZ WBZA WJR WCCO KMBC KMOX WOW WBEN WJZ WLW WTAM WKY KGW KYW KDKA WMC WFAA KPRC WOAI KSL KOMO KHQ WTMJ WJAR WBRY WJAX WFLA WGBF WOWO WBOW KSCJ KFH WOOD WEBC KYSM WADC WHIO WSAN WGBI KTSM WTAR WMBG WDBJ.

N. Y. Milk Campaign

NEW YORK STATE Bureau of Milk Publicity, Albany, is using a varied schedule of announcements and participations on home economic programs on WABC, WJZ, WNBF, WBEN, WGR, WGY, WHEC, WHAM, WFBL, WSYR, WABY, all in the State. Account is handled by J. M. Mathes, New York, which states that home economic programs are being used exclusively this year following tests made in last year's campaign, in which offers of booklets made on this type of program pulled many more requests that similar offers on programs of other classes.

Stoopnagle for Mennen

MENNEN Co., Newark, on Sept. 29 brought its *Quixie-Doodle* show with Colonel Stoopnagle to CBS for the winter season to advertise the various shaving aids made by the sponsor. Program, heard last year on MBS, is made up of Quixie-Doodles and Daffynitions and similar Stoopnaglian humor, with $100 given each week to studio contestants who successfully answer questions the Colonel asks, and $25 going to the five listeners ($5 each) whose Daffynitions or Inventions are used on the program. Program was placed through H. M. Kiesewetter Adv. Agency, New York.

OPPOSITE BING CROSBY'S own Thursday night program on NBC-Red is the *Golf Clinic* carried on WHN, New York, under auspices of *Golf Magazine*. Though it competed with his own *Kraft Music Hall*, which Bob Burns was handling during his absence, Bing (right) consented to appear on the *Golf Clinic* quiz panel the night of Sept. 19 while he was in New York to play in the National Amateur Championship. With him on the show were (l to r) Dick Fishell, WHN sports commentator and m.c. of the program; Dick Chapman, amateur champion; Charles Whitehead, New Jersey amateur champion; Billy Dear, one of the low qualifiers in the national.

Not Villains

THE American Bar Assn., meeting recently in Philadelphia, asked that radio stop making villains of lawyers. It approved the report of the committee on public relations, submitted by Sylvester C. Smith Jr., of Newark, who stated that "the committee objects to the characterization of lawyers on the radio as villains. The committee is taking up this objection with the broadcasters with a view to obtaining modification of such characterization, at least to the extent of having villainous lawyers presented as an exception, rather than as a rule." It was argued that in most of the dramatic sketches currently running, the menace is a gentleman of the law.

FIRST RADIO DATA COVER PUERTO RICO

FIRST of the U. S. Census Bureau's reports on radio homes, part of the housing census taken along with the decennial census of population as of April 1, 1940, has been issued to cover Puerto Rico. The census does not take into account extra radios in the home or auto and portable radios, being tabulated solely in response to the question whether the home was equipped with radio.

The State radio census figures, it was officially stated at the Census Bureau, will be issued one by one as fast as tabulations are completed, and all will not be available until well into next year.

The Puerto Rico radio census was the first count ever made of radio homes in that territory. It shows 47,762 throughout the territory, with San Juan accounting for 14,263 and Ponce for 4,793.

The State radio census reports will be broken down by counties and municipalities. It is expected the remaining territories and some of the smaller States will be the next issued.

CLEVELAND Board of Education's shortwave non-commercial station, WBOE, operating with 500 watts on 41.5 mc., on Sept. 24 was authorized by the FCC to change over to FM, using 1,000 watts on 42.5 mc. The station sends its programs to local public schools, in which 156 receiving sets have been installed.

Ford Rush Is Appointed WSM Artists Director

FORD RUSH, one of the real old timers of radio, has been named director of the Artists Service Bureau of WSM, Nashville, according to Harry Stone, manager. Rush succeeds David Stone, who has gone to KSTP, St. Paul, in a similar capacity.

Ford Rush was a vaudeville headliner before going into radio with WLS, Chicago, in 1924. He has been in it ever since, with a brief fling in the music publishing business on the West Coast. First starred as part of the team, *Ford & Glenn*, and later starring as a solo performer over the major networks, Ford Rush three years ago took on a new partner, Ford Rush Jr. They went to WSM about a year ago and since that time have been featured in a late afternoon children's show, *Lullabye Time*, in addition to appearances on *Grand Ole Opry* and personal appearances throughout the South and Midwest.

According to plans announced by Mr. Stone, Ford Rush and Ford Jr., will continue at least one of their kiddie shows and Ford himself will be featured on the *Grand Ole Opry* as the "sheriff" of the Prince Albert NBC network show. Henceforth they will not make personal appearances, as Ford himself handles the booking business of other WSM artists.

Blue Series on Coast

CHEMICALS, Inc., San Francisco (Vano), on Oct. 1 began *Just Between Friends* on 4 NBC-Pacific Coast Blue stations Tuesday and Friday, 8:30-8:45 a.m. (PST). The program is the first Blue contract sold on the Pacific Coast since the establishment of separate organizations for Red and Blue Networks. The program features Bennie Walker. Agency is Botsford, Constantine & Gardner, San Francisco.

WKRC, MBS affiliate in Cincinnati, awarded to Military Girl, winner of the River Downs turf race held Sept. 6, the $1,000 Ruth Lyons-WKRC purse. In addition the station gave the horse a blanket in Mutual's green and gold colors which bore the initials WKRC and MBS. Ruth Lyons, program director of the station, presented the award.

DOWN IN RICHMOND, VIRGINIA

GET THE NEW WRNL RADIO PICTURE IN PROPER FOCUS FOR MORE SALES

NOW! *Night and Day!*

NOW! *1,000 Watts!*

NOW! *NBC Blue!*

NO MATTER how expensive the camera, or how good the film, proper focus is necessary for a good picture.

Expose your sales story to WRNL's increasing thousands of listeners in the Richmond Radius and you'll get a beautiful sales picture—quick like a FLASH!

P. S.—No extra charge for Kodachrome.

EDWARD PETRY & CO., Inc.
New York - Chicago - Detroit - St. Louis - San Francisco - Los Angeles

America Dominates the Latin Waves

Sponsors Aid Networks; New Equipment Soon To Be Ready

By GUY C. HICKOK

International Division, NBC

WHEN representatives of the six American companies active in broadcasting by shortwave to Latin America got together at Washington recently and added up their schedules, they found that they were broadcasting a total of 449 hours a week to Latin American listeners, and that this included 13 hours and 20 minutes of news broadcasting every day of the week.

They also discovered that, contrary to the theory widely accepted a year ago, they were not only outbroadcasting the totalitarian countries which, according to the legend, were propagandizing Latin America within an inch of its life; but that they were devoting more broadcasting time and more programs in the languages of Latin American listeners than all the rest of the shortwave broadcasters in the world added together.

Within a year, all of these companies, under new authorization from the FCC, will be broadcasting via shortwave over 50 kw. transmitters. Part of the $2,000,000 estimated cost of these transmitters and new directional antennas will, no doubt, come back to the owners through the commercialization of shortwave broadcasting, authorized by the FCC in 1939, though this is a pioneering job in radio and the haul may be a long one.

Sponsored Programs

NBC, whose International Division broadcasts eight hours a day, seven days a week, in Spanish and Portuguese over directional antennas to Latin America, has already made a substantial beginning in commercial broadcasting with no sacrifice; on the contrary, with a probable gain, in the good neighbor aspect of the undertaking.

NBC's first shortwave commercial program was *El Mundo al Dia* (The World to Date)—a news broadcast sponsored by the United Fruit Co., and transmitted in Spanish seven nights a week from 9 to 9:15 p.m. (EST). It began Dec. 1, 1939.

Ringside, blow-by-blow broadcasts in Spanish of the whole series of Madison Square boxing bouts are transmitted to South America simultaneously with the network broadcasts under the sponsorship of Adam Hat Stores Inc., a name which goes out to Latin America as "Sombreros Adam", with the accent on the last syllable of "Adam".

Other NBC sponsored, shortwave programs are *Entre Cielo y Rascacielos* (Between the Sky and the Skyscrapers) a half-hour of dance music from the Waldorf Astoria Hotel, announced in Spanish and broadcast every Tuesday night from 9:15 to 9:45 (EST).

Carnaval de Broadway, a half hour of dance music from the Hotel Astor roof, with announcements in Spanish, transmitted every Wednesday night, from 9:15 to 9:45 EST. It is sponsored by the hotel.

A 15-minute program of Hollywood news is sponsored each Friday evening in both Spanish and Portuguese by S. C. Johnson & Son, makers of Johnson's wax, Glocote and Carnu. The Spanish program is called *Las Estrellas de Hollywood* (Stars of Hollywood) and is broadcast from 9:30 to 9:45 each Friday night. The Portuguese version, *A Vida em Hollywood* (Life in Hollywood) is broadcast from 7:15 to 7:30 each Friday night.

NBC began broadcasting in Spanish by shortwave in 1936, at first for only a half-hour daily. Gradually, the time in Spanish was increased and other languages were added until in May, 1938, the International Division was reorganized with a personnel of 40 and a schedule of 11 hours a day in foreign languages out of a 16-hour day. The languages spoken were Spanish, Portuguese, Italian, French and German in addition to English, all tongues spoken by groups of more than 40 million people each, and in countries which had reached a stage of material development enabling the population to have a worthwhile number of radio sets to talk to.

Special Programs

More than 80% of the programs broadcast by the International Division are especially built for foreign audiences and are broadcast by shortwave only. Slightly less than 20%, all sustainers, are taken directly from the networks. These are such programs as the NBC Symphony Orchestra under Maestro Arturo Toscanini and other famous orchestras, the Metropolitan Opera, the *New Friends of Music*, Dr. Walter Damrosch's *Music Appreciation Hour*, and other "class" programs adapted to the taste of foreign listeners.

On the basis that accurate, uncolored news of important world events, speedily delivered, is the common denominator of the interests of all intelligent populations at present, the International Division makes the backbone of its schedule 11 15-minute news broadcasts, one every hour on the hour, throughout the day. The staff which edits and broadcasts the news has been organized with great care, and is made up of Americans who have learned the languages they use, first as children living in the countries they are broadcasting to and later by study in the best schools and universities of those countries. For the most part, they have had newspaper experience as well.

Plenty of Experience

Of the 18 men on the air as the principal script writers and announcers, the Division has a group who have lived collectively for more than 300 years in foreign countries. This long familiarity with the life, tastes and habits of foreign populations is particularly important in the composition of talkscripts on American activities such as motion pictures, civil aviation, drama, American music, literature, travel, women's activities, philately and many other phases of life in this country.

The three men directly responsible for the handling of the news broadcast by the rest of the staff have had 47 years accumulated experience abroad as foreign correspondents for the great American news agencies and metropolitan newspapers.

All the American shortwave stations have striven to broadcast their Latin American programs in Spanish and Portuguese of a quality which will be welcomed in the living rooms of listeners homes, a precaution ignored by some of the European stations broadcasting in the same languages.

WENDELL L. WILLKIE, GOP Presidential nominee, greeted John Thorpe, farm editor of KYW, Philadelphia, on his arrival in Rushville, Ind., to attend a meeting of farm editors and publishers. It was the first time that radio had been invited to participate in such discussions in a presidential campaign. Thorpe directs KYW's *RFD 1020* show.

WAVE INTERVIEWS WITH FANS

Sell Louisville Bank's Personal Loan and Small Check Account Services

By WALTER DISTELHORST

Advertising Manager
First National Bank, Louisville

THE First National Bank, of Louisville, has been sponsoring Don Hill, sports commentator in a baseball program called *Grandstand Managers* over WAVE. The bank has been making "Personal" or "Industrial" loans for a dozen years; it has nine offices at convenient locations about Louisville; and it values small service charge, as well as large, checking accounts. The bank is therefore always interested in forms of advertising which will have a broad public interest, in order to appeal for personal loans and small checking accounts.

Under the management of Bruce Dudley in 1939 the Louisville Colonels made a splendid showing in the American Association and beat Rochester to win the "Little World Series". This showing resulted in a vastly renewed interest on the part of Louisville men and women, particularly the latter, in the ball games, night as well as day. This fact, plus the popularity of Don Hill, the commentator, was largely instrumental in bringing about the bank's choice of *Grandstand Managers* for its 1940 main advertising effort for personal loans and small checking accounts.

It is a 15-minute program on days when games were played by the Louisville Colonels. The program was in the form of interviews with fans, in the grandstand at Parkway Field for home games or in the broadcasting studio for games played out of town.

The fans expressed their views on how they would manage the team at critical points in the play, and on other matters of interest. Views of fans in the stands and on the grounds went on the air by means of a pack-transmitter carried by the commentator as he moved among them before or after the games.

Commercials played an unobtrusive part in the broadcasts, as in the baseball book which fans were invited to ask for, only brief reference being made to the bank's services in the latter. These include particularly personal loans and checking accounts. Attention was called to the fact also that every banking service is available at the main bank and at the eight branch offices.

A contest was conducted by the bank in connection with the program. Contestants were required to forecast team and player performance, the high scoring contestant to receive baseball passes from the Colonel management.

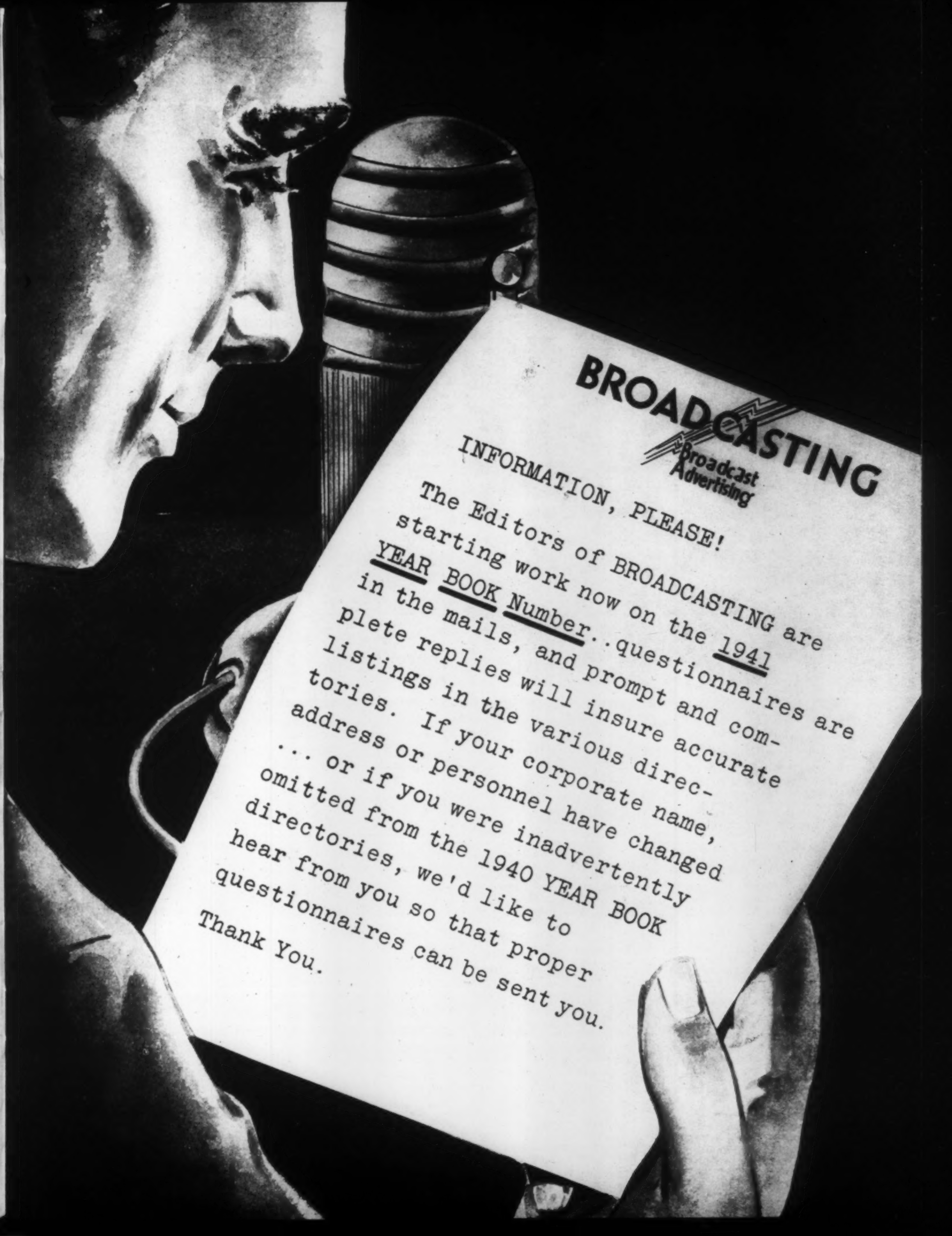
The baseball book runs to 48 pages and contains biographical sketches and pictures of the players, changes in the rules, information on how to score the game, its history, roster of immortals and statistics the fans are interested in. A map on the back of the book shows the location of the nine First National offices.

"A good baseball team," the bank says in the foreword, "is a business asset to any town." The 1939 record of the Louisville Colonels was a national advertisement of value to Louisville and Louisville business.

"The First National Bank believes that the Colonels deserve everyone's support because of these commercial reasons, and because of the healthy, clean fun they afford the community."

Smith Bros. on 75

SMITH BROTHERS Co., Poughkeepsie, N. Y., will use announcements on some 75 stations in a spot radio campaign scheduled to begin in October and November and to continue until March and April. Programs will be used in a few cities, but most stations will broadcast from five to 15 announcements weekly, according to William Larcombe, radio director of J. D. Tarcher & Co., New York, agency placing the account.



BROADCASTING
Broadcast Advertising

INFORMATION, PLEASE!

The Editors of BROADCASTING are starting work now on the 1941 YEAR BOOK Number..questionnaires are in the mails, and prompt and complete replies will insure accurate listings in the various directories. If your corporate name, address or personnel have changed ... or if you were inadvertently omitted from the 1940 YEAR BOOK directories, we'd like to hear from you so that proper questionnaires can be sent you.

Thank You.

Few Continuities Get FTC Action

Only 2.2% of 635,843 Scripts Are Set Aside for Study

OF 635,843 commercial radio continuities examined in the fiscal year ended June 30, 1940, only 14,274 or 2.2% were set aside for further investigation, according to the Radio & Periodical Division of the Federal Trade Commission. The FTC examined continuities of 697 stations in 493 cities.

Lowest percentage of continuities set aside for further examination was credited to stations in cities of less than 25,000 population. The highest percentage was noted for cities over 500,000.

An analysis of continuities examined in the first half of 1939 by the Division showed that 4.2% were marked for further investigation during that period, out of a total of 334,532 scripts examined [BROADCASTING, July 15]. The Division set aside 12.1% of magazine advertisements examined, and 7.9% of newspaper advertisements.

Source of Scripts

In examining the continuities of the fiscal year, 1940, the percentage of questioned continuities came from population sources as follows: Over 500,000, 20%; 250,000-500,000, 18.3%; 100,000-250,000, 14.4% 50,000-100,000, 17.8%; 25,000-50,000, 11.9%; under 25,000, 17.6%.

Percentage of continuities marked questionable follows: Over 500,000, 2.97%; 250,000-500,000, 2.94%; 100,000-250,000, 2.1%; 50,000-100,000, 2.4%; 25,000-50,000, 1.9%; under 25,000, 1.6%.

A breakdown of the figures, says the FTC, indicates that 96,140 scripts came from 89 stations in 14 cities over 500,000; 89,639 scripts from 72 stations in 26 cities of 250,000 to 500,000; 96,602 scripts from 84 stations in 42 cities of 100,000-250,000; 102,679 scripts from 103 stations in 76 cities of 50,000-100,000; 91,235 scripts from 108 stations in 100 cities of 25,000-50,000; 159,548 scripts from 241 stations in 235 cities under 25,000.

Magazine Drive

HOUSEHOLD MAGAZINE, Topeka, Kan. (circulation), on Sept. 23 started a varying schedule which runs from daily spot announcements to six-weekly quarter-hours on 45 stations. Account will run during alternate two-week periods throughout the winter, according to the agency, Presba, Felers & Presba, Chicago. Stations selected are:

KFWB KLZ WJJD WEBQ WHBF WDZ WOWO WIBC KFAB KOIL WHAM WPTF KFRU WDAY WICA WLW WMT WHO KFNF KMA KFBI WINN WJR WKZO WHKC KVOO WHJB KSOO WNAX XEAW KGKO KYSM WDGY KROC KITE KFEQ KWTO KMMJ WMMN WWVA WTAQ WKBH WHBL WDSM.

Parisienne List

COMPAGNIE PARISIENNE, San Antonio, placing 5 and 15-minute periods, six a week, on about 100 stations starting Oct. 15, already has selected two-score outlets for the schedule, placed through Northwest Radio Adv. Co., Seattle. The stations:

KIRO KMPC WJJD KIDO KHQ KSFO KQW KFYR WTHT KFBI WJR WMMN WHAS KMA WISN WDBO WKST WCAR WMIN WNEW WFLA WRVA KOH WEW KINY WAAF KFRC KARK KFAC KWJJ WHDH KLX WEBQ KFBK WDSM WAAT WCFL KTHS KXA WRJN WIBC.

KMPC
ROYAL CROWN

TELENEWS ANNIVERSARY NOW
52 WEEKS OF WAR
Read IT IN THE SF CHRONICLE
Hear IT ON KGO • KPO
See IT NOW AT
TELENEWS
NEWS

THEATRICAL tieups are numerous on the West Coast. In the Downtown Newsreel Theatre, Los Angeles (top photo), hot news and cool drinks are combined. Royal Crown's *Newsreel of the Air* is broadcast from the theatre five afternoons a week on KMPC, Beverly Hills. Watching the beverage display are John Alden (left) BBDO, and George Silver (right), head of Los Angeles Nehi Bottling Co., the sponsor. Inside booth are Newscasters Jimmy Mack (left) and Ira Cook. In San Francisco, Telenews Theatre (below) cooperated with KPO-KGO and the *San Francisco Chronicle* during its anniversary week, displaying signs on Market St. and at the marquee. KGO offered a 30-minute program from the theatre lobby.

Manor House to Add

W. F. McLAUGHLIN Co., Chicago (Manor House coffee), is sponsoring a 39-week campaign of six-weekly quarter-hour *Musical Clock* programs on WHBF, Rock Island, Ill.; WMBD, Peoria, Ill.; WCBS, Springfield, Ill.; WDZ, Tuscola, Ill., and WIBA, Madison, Wis. In addition, *Happy Jack Turner*, pianist and singer, on Sept. 30 started a five-weekly ten-minute 39-week schedule on WLS, Chicago. Currently sponsored, also, is the six-weekly ten-minute early morning shows featuring *Norman Ross* on WMAQ, Chicago, which runs on a 52-week basis. Additional stations in selected markets will be added to the list in the near future. Sherman K. Ellis & Co., Chicago, handles the account.

Candy on Colonial

CYNTHIA SWEETS Co., Boston, is introducing a new 60-cent pound box of chocolates named "Miss Cynthia" on 14 Colonial Network stations, using 26 100-word announcements. Agency is Albert-Frank-Guenther Law, Boston. Stations are WAAB WTAG WSAR WHAI WBRK WEAN WNBH WDEV WLBZ WCSH WFEA WCAX WICC WTIC.

Stations Swap Waves

A SWAP of frequencies between KUJ, Walla Walla, Wash., and KRLC, Lewiston, Idaho, was authorized Sept. 24 by the FCC. Both stations are controlled by H. E. Studebaker. KUJ shifts from 100 watts on 1370 kc. to 1,000 watts on 1390 kc. KRLC shifts from 250 watts on 1390 kc. to the same power on 1370 kc.

EXCLUSIVE shortwave rights to broadcast the world series have been acquired for the second year by GE's international stations WGEO and WGEA, Schenectady, operating on 9530 and 15330 kc., respectively.

Scare for Two

JOSEPH A. CHAMBERS, of the engineering firm of McNary & Chambers, and Phillip J. Hennessey Jr., Washington radio attorney, were passengers in an American Airlines plane that made an emergency landing Sept. 13 at Louisville when a wing was reported afire. The Civil Aeronautics Board ruled that the "fire" was an optical illusion caused by a piece of gray tape fluttering in the reflection of the sunset.

Benny Back Oct. 6

GENERAL FOODS Corp., New York (Jell-o), through Young & Rubicam, resumes the weekly *Jell-o Show*, Sunday, Oct. 6, on 110 NBC-Red network stations, after a 13-week summer layoff. Program is heard Sundays, 7-7:30 p. m. (EST) with West Coast repeat 8:30 (PST). Jack Benny again will star, with Mary Livingstone, Phil Harris, Dennis Day, Don Wilson and Eddie Anderson (Rochester). Harris will conduct the orchestra and Wilson is announcer. Murray Bolen produces for Young & Rubicam. Bill Morrow and Ed Beloin are writers.

OPERATION of CJRC, Winnipeg, and CJRM, Regina, has been taken over by Taylor, Pearson & Carson Ltd., Harold R. Carson, president, and not by All-Canada Radio Facilities Ltd., of which Carson is also president, as mentioned in BROADCASTING, Sept. 1.

SAWYER ACQUIRES CONTROL OF WING

CHARLES E. SAWYER, Cincinnati attorney, became the controlling stockholder in WING, Dayton, when the FCC on Sept. 24 authorized him to acquire 51% of its stock for a reported price of $51,000. It is his second station property, the other being the new local, WIZE, Springfield, O., scheduled to go into operation some time this month.

Mr. Sawyer, Democratic national committeeman for Ohio, general counsel of the Crosley Corp. and attorney for the Proctor & Gamble interests, acquires 408 shares of the common stock of WSMK Inc., licensee of WING, and has a five-year option to buy the remaining 392 shares for $75,000. Stanley M. Krohn Jr. and his father have been principal owners of WING.

WING operates with 250 watts night and 500 day on 1380 kc., but expects to go to 5,000 watts fulltime by Nov. 15. It is an NBC-Blue outlet, with WIZE to be offered as a bonus station. Mr. Sawyer also has an application pending for a new local in Lancaster, O., where he owns the *Lancaster Eagle-Gazette*. He named Ronald Woodyard manager of his radio interests last June, and Mr. Woodyard is operating WING.

FCC Takes Measures For Deletion of WBAX

DELETION of WBAX, Wilkes-Barre, Pa., on the ground that the owner is not financially or otherwise qualified to continue station operation, was projected by the FCC Sept. 19 in proposed findings moving to deny the renewal application of John H. Stenger, Jr. The station, an MBS outlet, operates on 1210 kc., with 100 watts fulltime.

The FCC, in its proposed findings of facts and conclusions, held that the applicant, aside from lack of financially qualification, allegedly made "false representations" to the FCC. It added that the license of WBAX had been transferred to Glenn D. Gillett, Marcy Eager, and Stenger Broadcasting Corp., without written consent of the FCC. The applicant, the conclusions stated, "has relinquished control of this station and his right to exercise same; and has failed to discharge properly the obligations made incumbent upon him in licenses which he has received from the Commission."

WMJM Starts Oct. 1

ORIGINALLY scheduled to start operating Aug. 1, the new WMJM, Cordele, Ga., will go on the air Oct. 1 with 250 watts on 1500 kc., according to P. L. Padgett, general manager. Mr. Padgett announced that Harry G. Clark has been appointed commercial manager; E. M. Stewart, program director, and Noel Martin, chief engineer. RCA equipment and a 320-foot Truscon tower have been installed. The station is licensed to the Cordele Dispatch Publishing Co., publisher of the daily *Cordele Dispatch*.

WSJS, Winston-Salem, N.C., has been added to the list of stations [BROADCASTING, Sept. 1] that will carry the Duke U football games this fall under sponsorship of the Atlantic Refining Co.

RADIO NEIGHBORS

WITH

Eleanor Howe

WENR's spectacular homemakers' program outpulls all other similar features on any 50,000 watt station in the great Chicago Market — and COSTS LESS.

52,486 letters and 7,415 telephone calls received in the first five months.

Special promotional features included in the remarkably low price that ranges from $97.00 for one participation down to *$79.00* on a frequency basis.

Phone or write for detailed information about RADIO NEIGHBORS and remember

YOU GET *More* FOR LESS on

WENR

CHICAGO KEY STATION NBC—BLUE NETWORK
870 ON YOUR DIAL

Hartford Student Is Essay Winner

Neal Axtell Blake Selected In List of 20,000 Entries

NEAL AXTELL BLAKE, 14-year-old Hartford high school student, Sept. 25 was announced as the winner of the nation-wide contest for the best essay on "The American System of Broadcasting — Why It Is Best For Americans", conducted under NAB auspices. His essay, selected from 20,000 entries, was adjudged the winner by a committee of educators in Washington.

Neal Blake

Formal presentation of the $100 check will be made to the Hartford youth by Gov. Raymond L. Baldwin in a special broadcast keyed by WTIC, Hartford, and probably to be carried over a network. Illness of the governor has prevented fixing of a definite date for the ceremony.

Neal is the son of a Hartford high school teacher and a sophomore at Hartford Public High School. He was first adjudged the winner of the Connecticut contest, in which all of the State's nine stations collaborated during National Radio Festival, observed in the State June 3-9. His essay was selected among 750 entries in the State.

All Over the Nation

Similar contests were conducted throughout the country during observance of National Radio Festival under auspices of the NAB. Local boards selected prize winners in more than 100 cities. The winning essays were submitted to NAB headquarters in Washington and turned over to a committee of judges comprising Miss Fern Duvall, Miss Bertha Lucas and A. W. Trueworthy, appointed by the District of Columbia Board of Education.

In the Connecticut contest, the board of judges included Dr. H. E. Fowler, head of the English Department at State Teachers College; Maurice R. Cronin, night city editor, *Hartford Courant*, and James F. Clancy, sales promotion manager of WTIC. Arthur Stringer, NAB promotion coordinator, directed the Festival and the nationwide essay contest.

Honorable mentions for essays, were announced as follows:

Myrtle Lu Hammill, Missoula, Mont., entry through KGVO; Charles F. Baes Jr., Lakewood, Colo., KOA, KVOD, KFEL, Robert Crampton, Rochester, WHEC; Eleanor Gaworski, Chicago, WMAQ; Roberta E. Favore, Greensboro, WBIG; Barbara Jeanne Lucas, Roanoke, WDBJ; Kathryn Robinson, Richmond, WRVA, WMBG, WRNL; Mildred McManus, West Newton, Mass., John J. Burke, Boston, and Martin Dietel, Woburn, Mass., WEEI; Robert Gilbert, New Haven, Edward Winnuh, New Haven, Edward Walsh, Milford, Conn., Ruth M. Cunningham, East Hartford, Jane Purtill, South Glastonbury, Conn., Geraldine Scheibl, Newport, R. I., and Robert Shapiro, Middletown, Conn., entries submitted through all nine Connecticut stations.

THE WINNING ESSAY

By Neal Axtell Blake

Age 14, Sophomore, Hartford High School

THE TIME is Memorial Day, 1940; the place beautiful New England, U. S. A.; the scene a typical boy's room in a rather old and somewhat dingy house;—but the action, as the world drama unfolds from my radio, is modern, thrilling and dynamic. Yes, I am glad I'm an American! Where else in all this world could I sit so comfortably today and listen so happily to the story of a baseball game—the Phillies are taking the Boston team into camp to the tune of 5 to 1—gee, that was a perfect hit, just in time to save the man on second and score the fifth run!

The scene (radio) changes. Truly, that speaker is right. America is great—here we have life, liberty, property, happiness, freedom of speech, of the press and religion—and a free radio to report these precious privileges of all of us—Americans.

Often I think that the radio has become so thoroughly a part of us that we fail to realize how much we owe to its mysterious power. It enters our homes at will—past locked doors and barred windows—but it is always welcome, for it has been wisely made, in America, the instrument of freedom.

Its power to send information, entertainment, instruction, scientific achievement, the truth into 84% of the homes in this country has made every citizen more sensitive to the changes that threaten, more determined to keep America what our forefathers made it, "The land of the free."

The American broadcast system has made this country stronger and safer. The "American Town Meeting of the Air" means much; this is real democracy, for now even a humble citizen may speak to millions of his countrymen—provided his message is worthwhile—for this is the policy of American broadcasters.

Limited only by those conventions which regulate the relations of good neighbors, this miracle of communication takes the humblest into the presence of kings and councils. We become intimate with great authors, scientists and inventors. We realize more deeply the goodness of God, for his blessings bear in upon so closely that none can fail to understand the joys and sorrows, the defeats and victories of all peoples, the art and the wisdom of the noblest minds.

It is commonplace now for the humble citizen to be well informed.

How different the scene abroad, where government restricts and hampers! How cramped is the opportunity to learn, to understand either the new or the best in life! There the dictator argues, "Am I not the supreme wisdom? Should not my people learn from me!" The account is no longer of sports, of happy homes, of freedom, but of hate, destruction and death. I am devoutly thankful that I live in America, for here the radio—with all its power for good or evil—is the instrument of democracy. Long may the American system last! American broadcasting policy helps to keep this continent "The Promised Land."

CITY HALL PROGRAM

KMBC Series Comes Direct From Municipal Offices

IN LINE with its policy of covering civic and public events for the Kansas City listening audience KMBC, has launched a series direct from the City Hall, featuring the City Manager and Mayor. Just completed is a feature titled *Know Your Police Department*, and projected is a series for this fall and winter in which important historic events in the life of the city will be dramatized.

The City Hall series is in the nature of a weekly report, with City Manager Cookingham and Mayor Gage appearing at the microphone with heads of various city departments to answer questions on traffic problems, personnel policies, budget changes and handling of citizens' complaints. Neal Keehn, KMBC's director of special events, is in charge of the microphone quizzing.

Public reaction, especially to the City Hall series, has been most interesting, KMBC program heads report. Listeners seem to like the idea of having a weekly report from the city fathers.

THE NAB is distributing in pamphlet form the address on "Broadcasters Defend America" delivered before the recent NAB convention in San Francisco by Dr. Frank Kingdon, executive director of the Citizenship Educational Service.

White Labs. Sponsoring New MBS Quiz Series

THE QUIZ program *Double or Nothing*, originated by WOL, Washington, and owned by William B. Dolph, WOL manager, has been sold to White Laboratories Inc., New York (Feenamint) and started Sept. 29 as a Sunday, 6-6:30 p.m., feature on 103 MBS stations. William Esty & Co., New York, is the agency.

Walter Compton, WOL Presidential and news announcer, handles the show as moderator, traveling to New York each Sunday to stage it before an audience in the Barbizon-Plaza Hotel. In Washington it originated in the Capitol Theater. Alois Havrilla announces the commercials, and Elliott Jacoby's Orchestra and Frank Forrest, tenor, furnishes the music.

Cel-O-Glass on 19

E. I. DU PONT de NEMOURS & Co., Wilmington, Del., has started a spot campaign for Cel-O-Glass, a health-glass covering for chicken houses, using spot announcements twice weekly for nine weeks on 19 stations. Stations are WOR WBZ-WBZA WGY KDKA WLS WOWO WHO WLW KFAB WIBW WJR WTAM KMBC WCCO KJR KEX KFBK WBAL. Series was placed through BBDO, New York.

Controlled Radio Threat to Liberty

Hamilton Points to Dangers; Sees Press-Radio Benefits

A CONTROLLED radio and press would spell the end of Democracy, Guy C. Hamilton, general manager of the McClatchy newspaper and radio properties, said recently in addressing the Advertising Club of Los Angeles on "Newspapers as Community Builders". He reminded that radio in Germany has always been a government monopoly.

Speaking of the relationship of radio and newspapers, he declared that the McClatchy interests have found "quite definitely" that radio has not been a threat to newspapers. "On the contrary," he said, "it has been a valuable asset".

A Public Service

"We entered that field in Sacramento some 20 years ago primarily as a public service venture because Sacramento was without a good radio station at the time. I'll also admit that we had just a little hunch it might develop into a major force in American life and we wanted to be in on the ground floor. As the years have passed we have found radio not only is a venture entirely capable of standing on its own feet but is a most potent factor in building up our newspaper properties chiefly through its enlargement of our field of community service. Today we are completely sold on radio, not only as a medium for advertising, but for building goodwill. Our holdings have expanded from one small station to five large, well-equipped broadcasting plants which are being operated on a profitable basis. We get additional dividends from radio in many forms.

"In 1938 when facsimile broadcasting was first announced, we decided to investigate that field and instituted the first experiments that were made in it on the Pacific Coast. After a year had passed and we had spent approximately $100,000 we correlated the results of our experiments and made them available to other broadcasters, newspaper owners and interested organizations. We felt our money was well spent and again additional and unlooked for dividends came back to us in the form of goodwill. Today radio has taken its place alongside of the press in this country as two of the greatest manifestations of Democracy. A free radio and a free press, if they are to be maintained as a vital force in building community life, must be sacred trusts of every member of this club and, indeed, every citizen of this country. Guard them as precious assets."

Whiz in Midwest

PAUL F. BEICH Co., Chicago (Whiz Candy bar), on Oct. 6 starts sponsorship of a weekly half-hour dramatic program, *Peter Quill, the Crimson Wizard*, on nine MBS midwest stations. The series written and produced by Blair Walliser offers dramatic glimpses at possible weapons of the future for the defense of America, and originates at WGN, Chicago. Marvin Mueller, WGN actor, will have the title role and will be assisted by Alice Hill and Ken Griffin. N. W. Ayer & Sons Inc., Chicago, handles the account.

WHAT THEY SAY GOES IN OKLAHOMA

● The choice of announcer for a network show is of major importance . . . but what happens to your spot announcement? WKY has answered that question positively and definitely. Whether the problem at hand be a sparkling 30-minute live talent production or a brief spot announcement the voice behind the mike impresses, convinces, sells.

WKY's announcing staff is an all-star cast. WKY announcers are more than voices. They are friendly, neighborly personalities. They are showmen-salesmen who have an open invitation to visit Oklahoma homes and to bring a sponsor's product along with them.

● With or without a microphone, WKY announcers play an important role in the social and entertainment life of Oklahoma. They address women's clubs, em-cee rattlesnake hunts, and Perry Ward, chief announcer, is one of but two white men in Oklahoma ever inducted into the Comanche Indian tribe.

WKY **OKLAHOMA CITY · NBC Affiliate · 900 Kc.**

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY ✶ THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES ✶ THE FARMER-STOCKMAN ✶ MISTLETOE EXPRESS ✶ KVOR, COLORADO SPRINGS
KLZ, DENVER *(Under Affiliated Management)* ✶ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

With the coming of FM, it's more important than ever for you to use the highest quality mikes on the market. The 639A and 639B assure your readiness to lead in developing microphone technique for this new high quality Transmission Medium.

ASK YOUR ENGINEER!

Western

. . . with these two great all-purpose mikes!

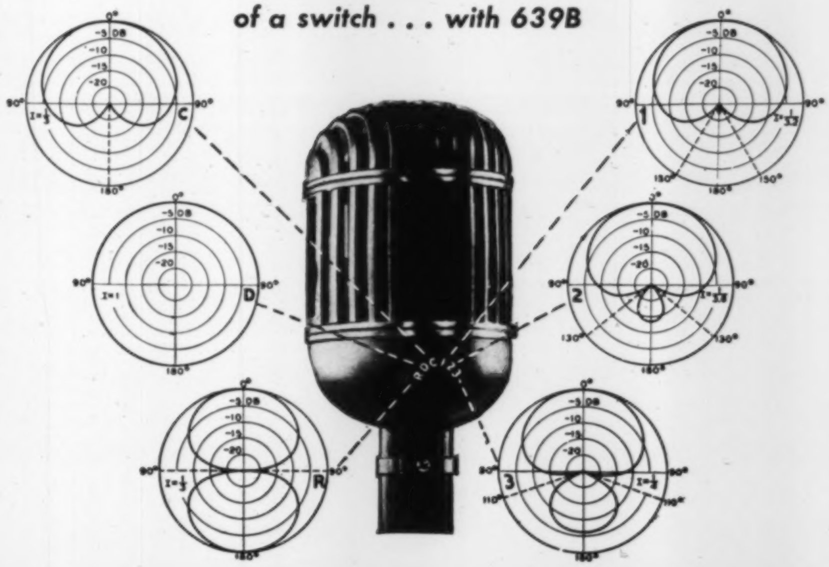
Western Electric's two Cardioid Mikes—639A and 639B—are the answer to your microphone Engineer's prayers. They'll handle any pick-up situation.

The 639A gives you three pick-up patterns: Non-directional, bi-directional and cardioid—covers most studio situations. The 639B gives you all these, plus three special cardioid patterns each with two "dead zones" (at 110°, 130°, and 150° respectively) to help you keep out unwanted sound, reduce still further effects of reverberation, and operate auditorium speakers at higher level without "sing".

THE PROOF IS IN THEIR USE

Get your order into Graybar *now*—boost your winter season from the start with these famous mikes designed for *Better Pick-Up!*

6 pick-up patterns at the turn of a switch . . . with 639B



1. Cardioid directional response of 639A

2. Showing isopics, or lines of equal pick-up

3. 120° pick-up angle lessens need for tilting

4. No feedback from rear of playhouse

5. Ideal for dividing stage and audience

Electric

Distributed by Graybar Electric Company

DISTRIBUTORS: *In U. S. A.* Graybar Electric Co., New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

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R!

Lord Haw-Haw's Impact on the British

Princeton Study Shows His Effectiveness Is Diminishing

WHO is Lord Haw-Haw? What are his methods? How did he gain such a tremendous audience? What effect has his propaganda had on British morale?

Answers to these and similar questions are attempted in a series of two related articles titled "Lord Haw-Haw of Hamburg", in the September *Public Opinion Quarterly*, published by the School of Public Affairs of Princeton University. The first of these, subtitled "The Campaign Against Britain", follows the history of Lord Haw-Haw from his "rise" to his "fall", analyzing his methods of propaganda at different stages of the war and just prior to its outbreak.

On April 10, 1939 this new personality was born, says the *Quarterly's* first article, written by Harold N. Graves Jr., director of the Princeton Listening Center. Listeners tuned to the Hamburg station, accustomed to the thick accents of German propagandists, were startled by a rich metallic English voice saying, "To some, I may seem a traitor—but hear me out." This marked the beginning.

Just for a Chuckle

Lord Haw-Haw made his appearance as a news commentator—but a very unique sort. Interspersing his news with jokes, comic skits, and short plays, he quickly gained a following who tuned in just for a good laugh. Real impetus to his popularity, however, was given by the *London Daily Press* which gave him his name and played it up until it became a byword.

Following the outbreak of the war, Haw-Haw's propaganda took more definite shape, the *Quarterly* continues. Interpreting the declaration of war as a final desperate attempt by the English upper classes to preserve their position at home, Lord Haw-Haw contrasted their position with the lot of the masses who would be the real losers, yet really have no say in government. To bring out the contrast, a play, depicting a scene between "Smith" and "Schmidt" where Schmidt questions the British setup, was presented each broadcast. At one point, Smith, exasperated, breaks out: "Damit, sir, we're waging this war for the masses of the people. It's they who should pay the piper. I mean, chaps like me, with plenty of cash don't *need* democracy; it's so-called workers that need it and, hang it all, sir, it's they who should pay for it."

Throughout, Haw-Haw played the friend of Englishmen, trying to help them see through their leaders.

However, the invasion of Norway and Denmark on April 9, 1940 saw the inauguration of a new trend in Haw-Haw's method. Playing on a new theme of fear and panic, the *Quarterly* says, he spoke in awesome tones of German's arms and strength. Germany was all-powerful; she could not be stopped. "Your strategic position is hopeless! You are on a sinking ship!" he cried. "Englishmen, we have no doubt of your courage and bravery, but isn't it better to be sensible and well?"

Found by the Press

The Low Countries fell; the Germans moved in past Sedan and were encircling the channel ports. Again stepping up to a new theme, Haw-Haw sought by vicious name-calling, satire and fear to destroy completely the illusion of England which he had built up in the early stages of the war. He ridiculed the entire British war effort, belittled its leaders, scoffed at its strategy. The solution? Remove the leaders from office!

Seemingly all this propaganda had been leading up to one grand climax—which came with Hitler's speech to the Reichstag July 19. Revolt! Revolt against all authority! "English soldiers!—Rise up, cease fire, hoist the white flag and insist on the immediate conclusion of peace with Germany."

How was it possible for Lord Haw-Haw to gain such a tremendous audience? More than any other factor, the London sensational press "discovered" him for the radio public, the second of the articles states. In trying to discredit him, the publicity gave him a greater following.

Other factors played into the hands of German propagandists. Forced to stay at home during the blackouts, people had more time to listen to the radio at night. Since the BBC presented but one program, *BBC Home Service*, since the outbreak of the war, Haw-Haw's broadcasts were turned to as welcome variety from the ennui.

Taking advantage of the tremendous audience which listened to the British bulletins, Haw-Haw came on immediately following.

Audience Check

Technical factors, too, favored Hamburg, points out the *Quarterly*. Broadcasting a single program to cover all of Great Britain requires several transmitters, causing considerable fading and interference, while Hamburg, which has one of the most powerful stations in the world, comes in without any difficulty. Finally, not to be minimized as a factor in the extent of Haw-Haw's listening audience, is the fact that, unlike Germany, there never was any official denunciation in England of listening to foreign stations at the beginning of the war.

Trying to check on Lord Haw-Haw's listening audience, by sending out questionnaires, the British Institute of Public Opinion in October 1939, learned that of the 53% who listened to foreign stations, 31% reported that the last station they heard was German. These were the days of Schmidt and Smith. By January 1940, 65% reported listening to foreign stations while 51% added that the last one they heard was German. It will be remembered that this was midwinter when the "war of nerves" was at its height and people had more time to listen to the radio. The increase moreover, would not necessarily mean an increased intensity in listening at any one time, but rather a widening of the audience on some one or other occasion.

Curiously enough, the authors, Henry and Ruth Durant, who are directors of the British Institute of Public Opinion showed that intensity of listening increased as one went up the social scale. To a great degree this defeated the purpose of German propaganda which was directed at the masses, trying to feed them with discontent.

As time went on, Haw-Haw came to be composite name used by the British public to designate any German broadcasters. One listened to Lord Haw-Haw several times a day.

Recognizing the varied habits of different strata of listeners, the Germans directed early evening programs toward the simpler people, the article goes on, while the later evening programs were more advanced and specialized in presentation, the assumption being that earlier listeners would be more "casual" while late tuners-in were those who made it a special point to hear Lord Haw-Haw.

Effect of Propaganda

It has been estimated that by January, 1940 only about one-third of the adult population in Britain had never heard Lord Haw-Haw. Of course, consideration must be made for those who would have liked to hear him but whose radios were not powerful enough to get Hamburg.

What was the real impact of Lord Haw-Haw's propaganda? Replies to another set of questionnaires indicated definitely, say the *Quarterly*, that those whose circumstance had been affected adversely by the war, were not more receptive to German propaganda than those whose conditions remained unchanged. On the other hand, those who listened most faithfully were those who were most critical in their political views.

Haw-Haw's effectiveness when commenting on domestic affairs was oftimes offset by his ridiculous comments on clashes between German and British forces. The *Graf Spee* incident is a case in point. Britishers laughed when he gave the German version of the battle.

It was inevitable that as a social critic, speaking to a people suffering the hardships of war, in a war where there was no action, should gain a large audience. But when the tempo of war stepped up and Hitler's machine started to trample everything in its path, the English people began to look at Haw-Haw as the spokesman of a ruthless hostile power. No longer did they care to listen to the glib mouthpiece of Dr. Goebbels. Fifth column fears prevented many others from tuning to Germany. The open frame of mind into which Haw-Haw could effectively instill his propaganda had closed.

He Calls the Tunes

Vicky in New York Times

Dr. Joseph Goebbels

France Resumes

FRANCE'S Government-operated National Broadcasting Service has been resumed, after being entirely suspended following the Nazi victory. Its programs are now being relayed by the stations at Limoges, Toulouse, Radio-Toulouse, Montpellier, Marseille and Radio-Lyon, and by the private stations Radio-Montpellier, Radio-Agen and Radio-Nimes. All are using the same frequencies and powers as formerly, but none may transmit foreign-language programs.

Newscasts Declared Aid To Newspaper Prestige

NEWS broadcasting by radio is increasing newspaper prestige and reading, according to Matt Sullivan, of Rochester, circulation director of the Gannett Newspapers, addressing the Interstate Circulation Managers' Assn. Sept. 17 at its annual fall meeting in Atlantic City.

"Radio can deliver the flash news first," Sullivan reported to the group. "It has nearly eliminated those extra editions with flash headlines built on a 10 or 20-word bulletin. But studies of increasing costs show they don't pay anyway. The newspaper must wait for more details and be accurate and coherent.

"It is safe to say that every newspaper-reading family today has at least one radio. Yet a survey carried on for some years by the School of Public and International Affairs at Princeton shows radio listening is not reducing newspaper reading, but increasing it."

JOE BIER, veteran broadcaster who puts WOR, Newark, on the air every weekday morning at 6 a.m. with the *Farmer's Digest* program, on Sept. 15 celebrated his tenth year with WOR, which he first joined in 1930 as assistant to John Gambling.

ATTENTION

...Herber to Hutson gets it!

And When It Comes to Radio Attention . . . BROADCASTING Gets It!

Selling your market and your station demands a distinct and specialized sort of attention. That's where BROADCASTING comes in. For BROADCASTING hits the nail on the head when it comes to winning and holding the attention of time buyers. BROADCASTING is 100% Radio all the time . . . nothing but Radio. It's the fast and economical promotion medium for radio stations. Write for a ratecard today.

BROADCASTING
BLANKETS
TIME BUYERS!

they're Radio-Minded when they read **BROADCASTING**

WXYZ Speeding To 5 kw. Opening

Several Stations Are Granted Power Increases by FCC

AUTHORIZED Sept. 17 by the FCC to increase its night power from 1,000 watts to 5,000 watts on 1240 kc., WXYZ, Detroit, is speeding installation of requisite new equipment with a view toward using its new power by mid-October. The station is the key of the Michigan Network and also an NBC-Blue outlet.

Acting on other pending applications involving the 1240 kc. channel, the FCC at its Sept. 17 meeting granted WHBF, Rock Island, Ill., and KFJZ, Fort Worth, construction permits to increase night powers to 5,000 watts, using directional antennas day and night. WSPR, Springfield, Mass., was granted a construction permit to change frequency from 1140 to 1240 kc. and increase its hours of operation from limited to fulltime.

Santa Barbara Boost

KTMS, Santa Barbara, Cal., was granted a construction permit to increase its power from 500 to 1,000 watts on 1220 kc. Stations granted increases in night power from 100 to 250 watts were WSOC, Charlotte; WHBU, Anderson, Ind., and KWAL, Wallace, Idaho.

In another action the FCC granted the petition of Thomas J. Watson, president of International Business Machines Corp., for rehearing on his application for a new station at Endicott, N. Y. The application, for 1240 kc., with 1,000 watts fulltime, had been denied by the FCC Dec. 23, 1938.

Jones to New WINX

J. KENNETH JONES, director of information of the Federal Radio Education Committee, attached to the U. S. Office of Education, has been appointed program director of the new WINX, Washington local which will go on the air about Oct. 15. He will assume his duties Oct. 1. Before joining FREC, Mr. Jones was on the program staff of WHAS, Louisville, and was publicity director of the Louisville Community Chest. He has just completed work on a 96-page book for the FREC titled *Six Symbols That Tell a Tale,* which will be off the press this month and which gives pictorial expression to radio's service in the fields of education and public service.

Group Study Reviewed

CONTENTS of a volume *Let's Listen Together,* published by U of Chicago Press, are summarized in a booklet titled "The Groups Tune In", issued by the Federal Radio Education Committee. The study is described as a "common sense" rather than an "intensive" survey. It aims to give an idea of the number and kinds of listening groups, examine the workings of these groups, and get testimony from group leaders on their use of radio and study aids.

DEZURIK SISTERS, Caroline and Mary Jane, leave WLS, Chicago, the first week in October for Hollywood where they have been assigned roles in the forthcoming production, ***Barnyard Follies.***

Dispelling 'Friday the 13th' Bugaboo

DECEMBER also has a Friday-the-13th this year, when stations again will defy legend and superstitution. On September's F-13th a WJNO listener shattered (left) a large mirror on a West Palm Beach street corner, while Ben Decker, program director, elucidated fearlessly. Black cats formed part of the audience, just as they did at Columbia, S. C., where a dingy feline was interviewed futilely (see above) by Loren Watson Jr., WIS announcer, and Edmund C. Bunker, salesman. Interviewees were asked to step under a ladder, stroke the b. c., then were given a hammer and instructed to smash a mirror.

HARRY SPEARS, CBS Hollywood audio supervisor, has been signed by Frank Capra, film producer, as technical adviser on radio sequences for the Warner Bros. production, "Meet John Doe". Mike Frankovich, KFAC, Los Angeles, sports commentator, has been signed as announcer, with Dave Miller and orchestra featured in the broadcast scenes.

Marked Expansion in Program Building Announced for WGN by Col. McCormick

COL. ROBERT R. McCORMICK, editor and publisher of the *Chicago Tribune* and president of WGN, Chicago, on Sept. 19 in a radio address following the presentation of *Ode to Chicago,* a broadcast in the *In Chicago Tonight* series, which featured Charles Laughton, announced an expansion in program building for the Chicago key station of the MBS. He chose that particular time for the announcement since the broadcast depicted the spirit of innovation and progress of Chicago.

Announcing that the 1940-41 development of WGN will cooperate closely with the growing Mutual Network which now numbers seven member stations and 150 affiliates, Col. McCormick said:

A Chicago Station

"A year ago this station had to decide whether it would submit to the tendency of the times for monopoly in radio or develop the strength to stand on its own feet. If WGN were to succeed as an independent station, it would have to develop features it did not possess; would have to enter fields with which it was not acquainted. The decision was not easily taken, but it was never in doubt. We decided that at all cost WGN must be a Chicago station, not the Chicago outlet of a New York network. We determined that a great radio station must be created in Chicago, the gateway city between East and West, through which pass the nation's artists."

Stating that free radio must assume the great attributes of the free press, and that it must be more than a system of communication, Col. McCormick continued: "It has not been easy for radio to reach the clarity and verity in news and comment that the profession of journalism has attained in many generations. WGN has achieved this by using such outstanding newspaper correspondents as Sigrid Schultz, Raymond Gram Swing, Fulton Lewis, Arthur Sears Henning and Capt. E. D. C. Herne."

In conclusion Col. McCormick asserted that "to accomplish our ideals we may have to make Chicago the radio center of America. In any event, by means of electrical facilities, its studio equipment, its central location for obtaining artists, and, above all, by its independence, WGN will be the outstanding radio station in America."

Musical attractions scheduled for the season reflect the energetic campaign in progress at WGN. Scheduled are: the *Chicago Symphony Orchestra,* directed by Dr. Frederick Stock, Thursdays from Oct. 10 through April 17 with world famous guest artists featured; the *WGN Symphony Orchestra,* directed by Henry Weber, Wednesday and Sunday evenings; *Chicago Opera Co.,* Mondays throughout the season from Nov. 4 through Dec. 9; *Chicago Theatre of the Air,* a series of streamlined operettas starring distinguished singers from Oct. 5, Saturday evenings.

Already signed for the latter series are Conrad Thibault, James Melton, Charles Kullman, Jan Peerce, Richard Bonelli, John Carter and Marion Claire. The first eight operettas scheduled are *Vagabond King, The Chocolate Soldier, Madame Butterfly, The Student Prince, Naughty Marietta* or *The Great Waltz, The Desert Song, Robin Hood* and *Eileen.*

KFBC October Debut, First Cheyenne Station

THE FIRST of Cheyenne's two newly-authorized broadcasting stations [BROADCASTING, July 15] will go on the air some time in October, according to William C. Grove, who will be manager of Frontier Broadcasting Co.'s KFBC, which will operate with 100 watts night and 250 day on 1420 kc. Mr. Grove, recently with KSAN, San Francisco, and at one time chief engineer of KLZ, Denver, moved to residence in Cheyenne in August and has been supervising construction. The station will be located in Cheyenne's famous Plains Hotel.

Frontier secured its construction permit last July 11 after litigation lasting several years and after the FCC had granted another application, that of Western Broadcasting Co. of Wyoming, for a new station there with 250 watts on 1370 kc. Frontier's president and 25% stockholder is S. H. Patterson, operator of KSAN, and vice-president and 26% stockholder is Tracy S. McCracken, publisher of the two Cheyenne dailies, the *Wyoming State Tribune* and *Wyoming Eagle.* Mr. Grove owns 9% of the stock, and the United Mine Workers has 10%.

Sharp Buying KXO

TOM SHARP, owner of KFSD, San Diego, will acquire KXO, El Centro, Cal., located in the Imperial Valley east of San Diego near the Mexican border, if the FCC authorizes a proposed transfer of ownership. A new company, Valradio Inc., proposes to acquire KXO from F. M. Bowles for $12,500, the purchase price also to include a radio shop owned by Mr. Bowles and E. R. Irey, his former partner in the ownership of KXO. Mr. Sharp is president of Valradio Inc., and listed as 21⅔% stockholder. Airfan Radio Corp., licensee of KFSD, which Mr. Sharp wholly owns, is listed as 77⅔% stockholder.

Publisher Buys KAWN

KAWM, Gallup, N. M., local outlet on 1500 kc., will be sold to A. W. Barnes, publisher of the local daily, the *Gallup Independent,* if the FCC approves an application for transfer of license filed Sept. 25. A. W. Mills, local electrical contractor who started the station in 1937, proposes to sell the station for a small cash consideration, with Mr. Barnes taking over a mortgage on the property.

NLRB Examiner Clears WCOV

WCOV, Montgomery, Ala., was exonerated Sept. 12 of unfair labor practices in a ruling handed down by a trial examiner of the National Labor Relations Board. Four employes, three of them engineer members of the IBEW and the fourth, a stenographer, had charged the company with refusing to recognize their right to organize, but the examiner held they had been released for "cause and/or economy".

Tenth Anniversary

PACIFIC COAST BORAX Co., New York (Twenty Mule Team Borax), celebrated the tenth anniversary of its *Death Valley Days* program on NBC-Blue, with a special broadcast on Sept. 27, when the broadcast ran a full hour, 8-9 p.m., instead of the usual 8:30-9 p.m. half-hour period. McCann-Erickson, New York, is agency.

Think of It! A Birthday Party for the Novachord at KVOO *TULSA, OKLAHOMA*

"The fact that we felt a year's ownership of a Hammond Novachord warranted a fifteen-minute broadcast in celebration of the instrument's first birthday, should indicate somewhat how important an addition we feel that instrument has been to KVOO.

"But even after owning the Novachord for a year, we have continued to find new uses for it and to discover more and more places where it could be played effectively."

Edward Coontz,
Program Director

Extensive, Profitable Versatility of the Hammond Novachord Dramatized at KVOO!

Your own experience in music for radio will let you picture just what happened after the new Hammond Novachord arrived at KVOO. Given this newest of all musical instruments, the alert program director and his staff began to explore the Novachord's vast, amazing program possibilities.

They found, first of all, that its new, un-dreamed-of musical resources would let the musician play with a new scope of versatility, expression and appeal. And they found that *no* special training was required to master the Novachord.

They found the Novachord becoming more and more useful on more and more programs. And they found that each new use of the Novachord brought a new, enthusiastic response from KVOO listeners.

Then—when the Novachord had been at KVOO for a year—they demonstrated their superb showmanship with a fascinating fifteen-minute program, the "Novachord Birthday Party." Copy of the script, written and used by KVOO, is yours for the asking.

See the Hammond Novachord. Hear it. Play it. Prove to yourself that your programs can make immediate, profitable use of the Novachord. Look in your classified telephone directory for the name of your nearest Hammond dealer, or write: Hammond Instrument Co., 2989 N. Western Ave., Chicago. In Canada: Northern Electric Co., Ltd., Montreal.

HAMMOND ORGAN STUDIOS

New York—50 West 57th Street
Los Angeles—3328 Wilshire Boulevard

Newest Uses Developed by KVOO for its Novachord

—as described by Edward Coontz, Program Director

"In experimenting with small orchestral groups we have tried the different effects which can be obtained with the Tone Selectors and found the variety and quality amazing.

"Our Novachord has proved equally well adapted for both background and solo music and for Swing and the Classics.

"We have found it particularly fitted for furnishing mood music on various script shows which are produced in our own studios as well as for many sound effects on these shows."

At KVOO staff musicians are still exploring the musical resources of the Novachord . . . still finding new versatility and new program uses . . . in this most amazing of modern musical instruments.

You play the Novachord as you would a piano! You bring forth beautiful piano-like tones. Then—turn the Tone Selectors, to bring in effects of string quartette, flute, guitar, trumpet and dozens of others!

See...Hear...Play

The NEW Idea in music—by the Makers of the Hammond Organ!

THE HAMMOND
Novachord

at the Hammond Organ Studios, in the HAMMOND BLDG., 50 W. 57th St., New York

THIS fine two-point buck was felled by Paul Schulz, chief engineer of KYA, San Francisco, in the Northern California mountains.

Major's FM Patent

MAJ. EDWIN H. ARMSTRONG, FM pioneer, has been awarded a new patent (No. 2,215,284) for an improved method of FM transmission and reception, capable of extreme high-fidelity. The new system, according to the patent application, permits transmission of the lowest to the highest audible sounds, covering the entire range from 30 to 16,000 cycles.

FCC to Consider Revised Standards To Allocate FM Commercial Stations

REVISION of allocation standards for commercial FM stations will be considered by the FCC in early October, pending completion of proposals to that end by the FCC Engineering Department. Alteration of the standards was discussed at the FCC meeting Sept. 18 but action was deferred until the proposed new rules could be drafted.

Following a meeting Sept. 6 of representatives of FM Broadcasters Inc. with FCC Chairman James Lawrence Fly, Chief Engineer E. K. Jett and Assistant Chief Engineer A. D. Ring, it was decided to consider revision of the mileage requirements for the several classifications of FM stations. The new rules, encompassing also a new definition of service area, will be designed to encourage filing of applications for FM outlets. Only some twoscore applications have been filed since the FCC authorized commercial FM on June 28 [BROADCASTING, Sept. 15].

Under the existing rules, FM stations are divided into three categories—A, for small areas; B, for intermediate areas; C for large rural areas, or areas embracing more than one metropolis.

Under consideration are suggestions that retail trade areas or spheres of economic influence be the determining factor in allocation of FM facilities. Thus, rigid mileage stipulations would be eliminated.

At present, Class A stations are assigned six channels for local service in areas serving up to 500 square miles. There appears to be little dispute with that category, though few applications have been filed for such facilities.

The present Class B service, for which 22 of the 35 FM channels have been allocated, specifies a maximum of 3,000 square miles, with sufficient power to cover such an area, depending upon antenna height and antenna gain. It is in this classification the suggestion has been made that the limit be extended or even eliminated entirely. The proposal is that the yardstick be simply that of providing sufficient authorization to permit complete coverage of the trading area.

In Class C, or largest service, the FCC is insistent that rural service be provided, though one or more urban areas might readily fall within the scope of such service.

The Engineering Department, it is understood, had hoped to have the data prepared for Commission consideration at its Sept. 24 meeting, but was unable to complete the work.

Hartford Paper Carries FM Program Schedules

WHEN the *Hartford Courant* began publishing separate program listings for W1XPW, new FM station at Meriden, Conn., operated by Dr. Franklin M. Doolittle, owner of WDRC, Hartford, Dr. Doolittle sent a letter to all radio dealers in Connecticut to remind them of the service and to ask for their comments.

W1XPW has been operating since last October, but on Sept. 16 it began carrying its own programs where formerly it duplicated WDRC and CBS programs. Robert M. Provan Jr., of WDRC, has been assigned to the FM station full-time, and W1XPW will continue to operate with its own programs, staff and features. John Deme, formerly with WBRY, Waterbury, has been added to the operating staff along with Ken McLeod and Carleton Brown.

"As FM sets will be available within a few weeks," Dr. Doolittle stated, "W1XPW is inaugurating this new schedule in anticipation of regular operation so that high-fidelity programs will be available for demonstration purposes and for use by purchasers of FM sets." For two weeks preceding the shift over to separate W1XPW operation, the station broadcast special programs for dealer demonstrations.

FM 'Translator'

DEVELOPMENT of a new FM "translator", by which conventional amplitude modulation receivers can be adapted to pick up FM programs, was announced Sept. 20 by General Electric Co. Used in conjunction with ordinary receivers, the device is said to bring in the high-fidelity FM programs, "thus protecting an owner's investment in the equipment he now has". The selling price will be $49.50. The translator is housed in a walnut cabinet 9-inches high, 15½-inches wide and 8-inches deep. It has its own dial scale, with a tuning range of 42 to 50 mc. and six tuning keys. A plug-in connection on the chassis permits attachment of a television picture receiver, and a wired-type of record player also may be used in conjunction with the translator.

GE-WOR Show FM at Fair

FM radio is demonstrated twice daily in the General Electric Bldg. at the New York World's Fair in cooperation with WOR, Newark, and its FM station, W2XOR. GE's magic kitchen theatre is used. Two 15-minute programs include sound effects and wide-range recordings. Explanations of FM are given, all occurring in the same building with GE's 10,000,000-volt man-made lightning.

18 YEARS OF CONTINUED

LISTENER PREFERENCE

for

BASIC NBC RED NETWORK

KSD

first in St. Louis

KSD has been on the air since 1922. Since 1935 and in 16 nation-wide Radio Popularity Polls voting for Listeners' Preference, KSD has Led All Other St. Louis Broadcasting Stations in "Firsts."

KSD has a greater Daytime Population Coverage Area than any other St. Louis Broadcasting Station.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

MIKE RULES FOR FM

More Care to Be Required, Claims Ted Hill

LITERALLY and figuratively, FM broadcasting will permit of no stuffed shirts. So says E. E. (Ted) Hill, director of WTAG, Worcester, and of its pioneer FM outlet, W1XTG, on the basis of experience already had with the microphone technique of FM broadcasting.

Announcers and artists should not wear formal evening clothes when they face the supersensitive FM mike, said Mr. Hill, because the crinkle of the soup-and-fish shirt front will be picked up. Nor can announcers be stuffed-shirt in delivery; FM demands they be natural and informal. Pomposity and affectation are taboo.

"Announcers are going to have to learn new methods and new tricks for FM," Mr. Hill says. "In regular broadcasting they stand about a foot or two away from the mike, but in FM they will have to back off at least six to eight feet. Otherwise, it would be as if someone were talking aloud with his mouth only six inches from the listener's ear. There will be no 'crawling' into the mike, and FM is so sensitive that announcers must be doubly careful of diction and enunciation."

Rockwood Testing

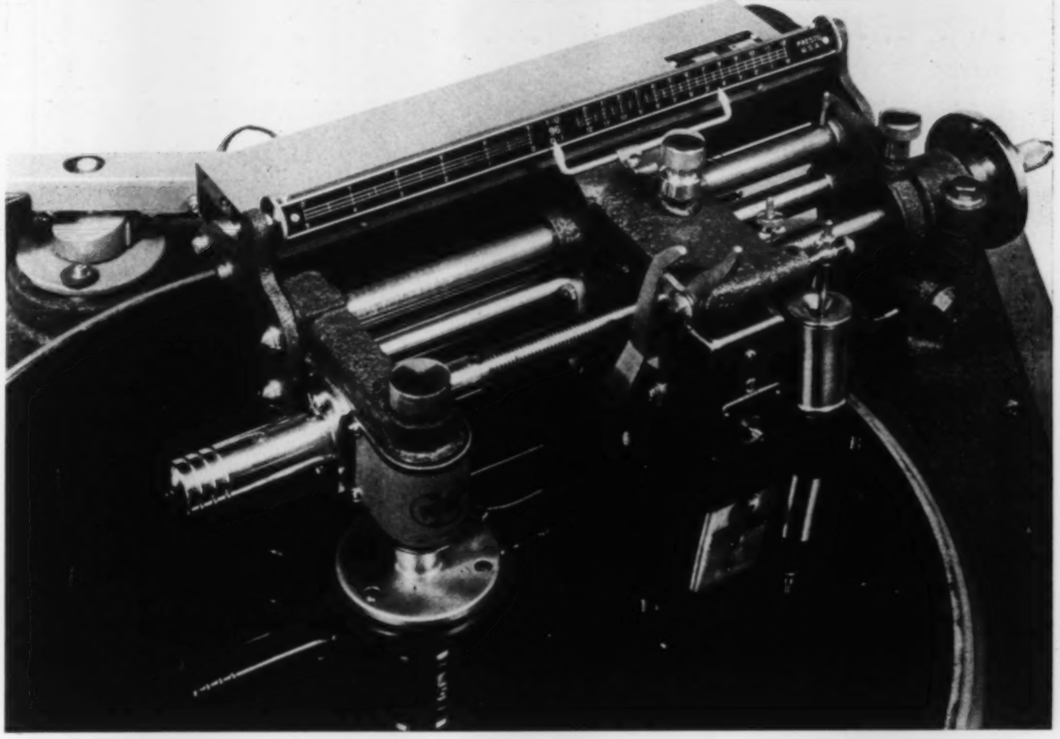
ROCKWOOD & Co., Brooklyn, started *Five-Minute Mysteries* on WBAL, Baltimore, Sept. 23 and will start the same program on WDRC, Hartford, Oct. 1. Transcribed series, produced by Charles Michelson, New York, is being broadcast on each station three times a week in the interest of Pecan Feast candy bars. If the tests are successful more stations will be added, according to Federal Adv. Agency, New York, in charge of the account.

Carnation Songs

CARNATION Co., Milwaukee, on Oct. 7 will start an *America Sings* series of *Carnation Contented Hours* on NBC-Red, Mondays, 10-10:30 p.m., based on the idea that "only where people can sing can there be a land of contentment" and saluting cities, industries and institutions with the songs that America sings. Percy Faith, Canadian born conductor, is the new Carnation maestro for the series, which succeeds *International Nights*. Program advertises Carnation Evaporated Milk and is placed by Erwin, Wasey & Co., Chicago.

New WOR Participators

MARLIN FIREARMS Co., New Haven (razor blades); Chevrolet Division of General Motors Sales Corp., Detroit; Williamson Candy Co., New York (Oh Henry bars); Select Theatres Corp., New York, are all sponsoring announcements on *Meet Mr. Morgan*, program of comic chatter recently started on WOR, Newark, Tuesdays, Thursdays, Saturdays, 6:45-7 p.m. Marlin agency is Craven & Hedrick, New York; Campbell-Ewald Co., Detroit, places the Chevrolet business; Aubrey, Moore & Wallace, Chicago, handles the Williamson account, and Blaine-Thompson Co., New York, is agency for Select Theatres.



MODERNIZE YOUR RECORDING INSTALLATION WITH THIS

NEW PRESTO TURNTABLE

Here is a new turntable designed to replace the famous Presto 6-C and 6-D recording turntables which have been standard equipment in United States and Canadian broadcasting stations for the last four years.

Mounting and operating dimensions are identical with the previous equipment but the performance has been greatly improved.

NEW FEATURES OF PRESTO 6-N TABLE:

1. **Less Vibration.** Records made on the 6-N table reproduce on the highest fidelity playback equipment without a trace of flutter or rumble.
2. **Wider Frequency Response—Higher Sound Level.** Presto 1-C cutting head records useful range of 50-8000 C.P.S.—gives 6 to 8 D B higher playback level than previous heads.
3. New cutting head mounting spaces grooves more accurately, facilitates quick change of feed screws.
4. New overhead cutting mechanism redesigned to simplify alignment with the turntable, can be removed for transportation by loosening one screw.
5. Standard table includes spiralling feed screw, vertical damper, cam lever for lowering cutting needle, 4 pitch time scale, automatic equalizer and Presto 1-C high fidelity cutting head.

LIBERAL TRADE-IN ALLOWANCE TO STATION OWNERS WHO WISH TO REPLACE EITHER 6-C or 6-D TABLES WITH THE NEW PRESTO 6-N TABLE. Write giving type and serial number for cost of exchange.

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment

Political Parties Demanding Little Time of Networks

Hatch Act Limits Expenses; Willkie to Get More Time

INSTEAD of boiling, as it usually does at this stage of a national campaign, the political pot may be aptly described as merely simmering, with demands upon radio networks and stations slight in comparison to past campaigns. The national party radio headquarters for the most part are buying time on a day-to-day basis, and from reports received by BROADCASTING the amount of time sought for purchase by State and local candidates is also the lowest in years.

The relative poverty imposed upon the parties by the Hatch Clean Politics Act, which limits total campaign expenditures, is the basic reason. On the part of the radio companies, the situation is all to the good for the unusually heavy autumn commercial schedules are being disrupted very little.

'Win or Lose' on Air

Wells (Ted) Church, radio director of the Republican National Committee, is convinced that the G.O.P. will "win or lose" the present campaign on the air, and has been given a somewhat expanded budget in order to place Mr. Willkie on nationwide networks more frequently than at first planned. Thus far Mr. Willkie and Senator McNary have utlized only six national sponsored hookups for a total expenditure of about $50,000, and Mr. Church has secured another $100,000 for time purchases.

Candidate Willkie will be heard from Cleveland Oct. 2, 9-9:30 p.m. (EST), on NBC-Blue; from Pittsburgh Oct. 3, 9:30-10 p.m., also on the Blue, and from Chicago at a time and on a network yet to be designated. In order to avoid paying off talent, Mr. Church is buying open time where possible or displacing regular shows as little as possible. On the trip with Mr. Willkie he has assigned A. K. Spencer, of the J. Walter Thompson agency, which handles the placement of G.O.P. time. In New York the account is handled by Tom Luckenbill of the agency.

The G.O.P. national headquarters is placing no spot, but J. Walter Thompson has prepared a series of six-a-day spot announcements on transcriptions which is being made available to all State Central Committees for local placements.

Democrats Using Nets

G. W. (Johnny) Johnstone, radio director of the Democratic National Committee, is lining up regional network and spot talks by Henry A. Wallace, candidate for Vice-President, during his tour, and has so far booked Mr. Wallace on NBC-Pacific Red from Sacramento, Sept. 30; the Don Lee Northwest Group from Portland, Ore., Oct. 1; the North Central Network, from Jamestown, N. D., Oct. 4.

President Roosevelt's sponsored talks as candidate are on an if-and-when basis, his last having been the Sept. 25 address before the Teamsters Union convention in Washington, carried on 108 NBC-Blue stations the night of Sept. 25. Sponsored by the Democrats also were the speech by Senator Byrnes of South Carolina on NBC-Red, Sept. 20, and Mrs. Roosevelt's interviews of literary notables on 113 NBC-Blue stations the night of Sept. 27, with repeat of the latter being offered on transcriptions.

THE INDIAN SIGN was on two broadcasters in mid-September, Charlie Worcester (left), farm service director of WNAX, Yankton, S. D., and France Laux (above), sportscaster of KMOX, St. Louis. Worcester was inducted into the Sioux tribe at Rosebud, S. D., as Chief Swift Eagle. Laux, of dead-pan fame, broke down and smiled when the Pawnee tribe named him Chief Laughing Boy during a ceremony at Sportsman's Park.

Communists Get Hookups

The Communist candidate, Earl Browder, got his first hookup on NBC-Blue, Sept. 25 at 10:45 p.m., and James Ford, Communist Vice-Presidential candidate, is booked for the same network on Oct. 21, 10:45 p.m. The Communists have also arranged for an MBS broadcast on Oct. 4 and one on CBS Oct. 10, with a fifth just before the November elections to be carried either by MBS or CBS.

Browder will also broadcast Oct. 4, 8:15-8:30 p.m., to address 15 Pennsylvania mass meetings, and the program has been booked on the Quaker Network. The Communists, who complained to FCC Chairman Fly [BROADCASTING, Sept. 15] that they were not getting the legally required "equal opportunity", have notified Mr. Fly of the time already secured and have evidently ceased complaining.

Oakite Plans 85

OAKITE PRODUCTS, New York, is planning a spot radio campaign for its cleanser, using one-minute transcribed announcements with the advertising sung in the form of a jingle by "Oakie Oakite" on a list of about 85 stations, individual schedules varying from several times a week to several times a day. Agency is Calkins & Holden, N. Y.

Radio at Town Hall

TOWN HALL Inc., New York, has announced its curriculum for the 1940-41 season will include a short course, starting Oct. 17 and running to Feb. 6, on "American Radio and How to Use It". Well known radio figures are scheduled to appear to discuss broadcasting problems with New York teachers, program makers and radio heads of institutions and organizations. First speaker on the series is Chairman Fly, of the FCC, who on Oct. 17 will discuss "Radio in America Today".

NAPA Revives Litigation Over Records By Starting Series of Injunction Suits

THE NATIONAL Assn. of Performing Artists Sept. 19 filed a bill in equity in Philadelphia seeking an injunction to restrain Westinghouse, owner of KYW, from broadcasting phonograph records. The suit was filed in Common Pleas Court No. 3 by Maurice J. Speiser, counsel for the association, in the name of James J. Walker and Fred Waring, respectively president and vice-president, as trustees.

The suit contends that KYW has broadcast records made by NAPA members, which contained a notice that they were to be used for noncommercial purposes on phonographs in homes only. Further, that the station features the broadcasting of phonograph records on both sustaining and commercial programs with full knowledge of the association's rights "and without its consent or authority and with full knowledge that said phonograph records were made and sold for noncommercial use on phonographs in homes only."

Cause of Action

The performances mentioned in the bill were made specifically on or about July 1, 2 and 5 of this year and included the following recordings: *I Can't Resist You*, Hal Kemp; *Gypsy Tears*, Freddy Martin; *Day Dreams Come True At Night*, Shep Fields; *Sunup to Sundown*, Nelson Eddy; and *Stardust* as recorded by Benny Goodman.

The broadcast of the records constituted, according to the suit: "(a) A wrongful and unconscionable use by the defendant of plaintiff's property and property rights. (b) A violation of plaintiff's common law property rights in and to the said interpretations, renditions and performances. (c) A violation of the respective notices regarding the use of said records. (d) Unfair competition with the plaintiff and its members. (e) An unlawful use of said members' names and personalities. (f) A violation of said members' right of privacy."

As a result, the bill asks "that a decree may be entered perpetually restraining and enjoining the defendant, its successors, assigns, agents, employes, representatives and attorneys and each of them, from using or causing to be used any phonograph records embodying renditions, interpretations and performances of any member or members of the plaintiff, for radio broadcast or any other commercial use, without the consent or permission of the plaintiff." It also asks that the cost of the litigation be paid by Westinghouse.

The bill further mentions that NAPA is composed of upwards of 600 members and was organized to protect its members against "piratical abuses and competitive practices of all kinds; to secure them against the unauthorized use of their interpretations and performances, their names and their personalities; to secure them against the unfair and unconscionable usurpation of their property in their interpretations and performances; to prevent interference with their property rights; and to enforce said rights by proper action: legal, equitable or otherwise."

It is expected that similar suits will also be filed against other radio stations and coin machine operators using recordings in the nickel-in-the-slot music machines. In Philadelphia NAPA scored its first legal victory when Fred Waring, as president of the association, was granted an injunction by the Common Pleas Court five years ago to restrain WDAS, Philadelphia, from playing his recordings. The decision was appealed in the higher courts and eventually sustained by the Pennsy.vania State Supreme Court.

In a test case in New York involving WNEW and RCA Mfg. Co., decided July 25, the U. S. Circuit Court of Appeals for the Second Circuit found that a broadcaster may buy ordinary phonograph records and use them on the air without the necessity of obtaining permission either from the manufacturer or the recording artist. The superior court reversed the lower court's ruling.

Haskins Serial

HASKINS BROS. & Co., Omaha (Spark New Process granulated soap) recently contracted with Photo & Sound, San Francisco transcription company, for 65 episodes of a quarter-hour strip serial *The Sparks of Friendship*. On Oct. 7, the company will start sponsorship of the serial over WOW, Omaha and WHO, Des Moines, Monday through Friday. Haskins Bros. plans to expand the list throughout the Midwest. Caryl Coleman, free-lance producer and writer, is writing and producing. Tol Ware, KSFO announcer, is doing the commercial announcements on the transcriptions and the Sidney Garfinkel Agency, San Francisco, is agency.

Salt Firm Using Spots

INTERNATIONAL SALT Co., Scranton (table salt), is using announcements on home economic programs in a spot campaign placed through J. M. Mathes, New York. In addition to the Marjorie Mills programs on a Yankee Network of seven stations (WNAC, WTIC, WTAG, WLBZ, WCSH, WICC, WEAN), the sponsor is also using WFBR, WKBW, WSYR, WRC, WJZ, WHAM, WCAU, WKY, KDKA.

MAJ. PASCHELL STRONG, author of numerous juvenile novels who is now stationed at Fort Riley with the Engineering Corps, has been signed to write *Jack Armstrong*, radio serial sponsored by General Mills for Wheaties, five afternoons a week on NBC-Red. Series was written by Talbot Mundy until his death a few weeks ago.

Muer's Oyster House, favorite luncheon place of many Detroit advertising executives.

"You say that WSM won two Variety Showmanship awards, Radio Stars Program award, Radio Varieties' Gold Cup award, and Billboard's Exploitation award! That's really some record for one station. How do they do it?"

"Elementary my dear Philo, for about 18 hours every day, one of radio's largest talent and technical staffs keep everlastingly at it to win new listeners, and keep them. WSM doesn't cost . . . it pays."

Air Castle of the South

W

E

50,000 WATTS

CLEAR CHANNEL

Owned and Operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.

NASHVILLE TENNESSEE

WSM

National Representatives, Edward Petry & Co., Inc.

Harry L. Stone, Gen'l. Mgr.

START OUT ON TOP
STAY ON TOP

with General Electric FM Broadcast Transmitters

G-E'S FULL dynamic range, amazing frequency response, and low harmonic distortion promise to every listener the complete thrill of FM.

Broadcasters find almost unbelievable the complete accessibility of all parts and tubes . . . the ease with which detailed inspection can be made *without disassembly.* Floor space requirements of G-E transmitters are surprisingly small; all units are self-contained; installation is no problem at all.

Every G-E transmitter is thoroughly inspected and tested before it leaves the factory. Square-wave measurements, cross-modulation checks, noise-level tests, linearity measurements—from every angle performance is *proved* before a unit is allowed to go into service.

Continuity of Service

Automatic reclosing devices to restore service after temporary overloads, plus complete accessibility of parts and tubes, make service continuity no object of concern to G-E users.

Instant-acting Electronic Frequency Control

Any tendency toward center-frequency drift is instantly corrected in all G-E FM transmitters by constant electronic comparison of output frequency with a precision crystal frequency. ONLY FOUR TUBES are used in the stabilizing circuit. There are no moving parts.

The low temperature-coefficient crystal is mounted in a hermetically sealed G-E Thermocell. Stability is better than ± 1000 cycles (100% better than FCC requirements) over a normal room temperature range.

True High Fidelity

Excellent frequency response (flat within 1 db from 30 to 16,000 cycles) and low harmonic distortion (less than 1½% from 30 to 7,500 cycles) mean full realization of FM's capabilities.

Full Dynamic Range

With noise level down 70 db from the 100% modulation level, all the brilliance and naturalness of even a full symphony reaches the receiver undiminished. G-E transmitters now in service are known for their exceptional fidelity.

Ease of Installation

Each unit of the G-E line is completely self-contained and sturdily built. Extremely small floor space is required. Installation is simple.

Ease of operation

G-E research has simplified circuit design—eliminated trick, hard-to-adjust circuits. No special training is required in operating procedure. Frequent critical retuning or adjusting is not necessary. Control circuits, too, are unusually simple.

Low Maintenance Expense

G-E's small tube complement, unusual accessibility for routine inspections, and conservative operation of all components make for big savings in upkeep. Efficient operation keeps power cost down.

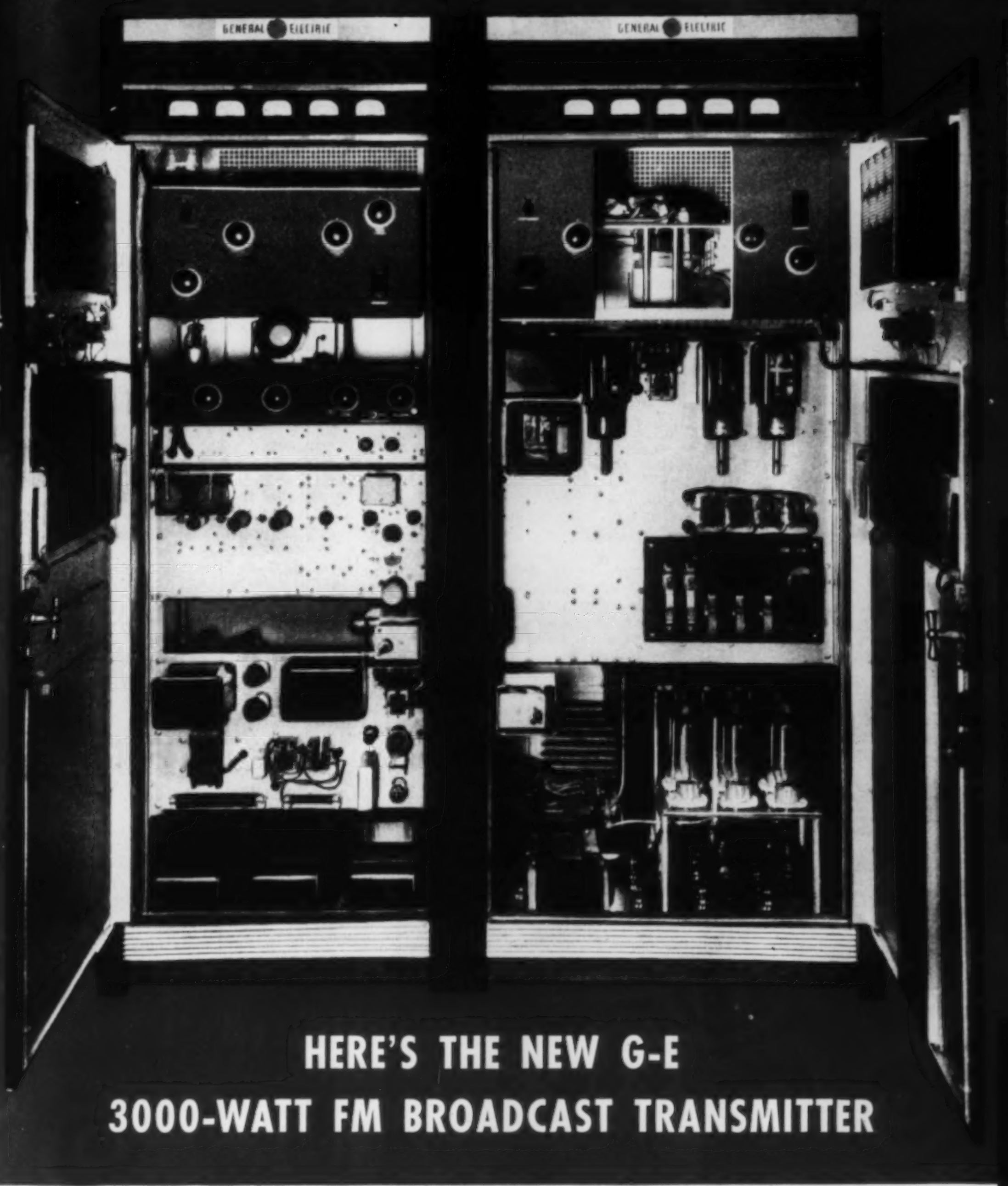
Smart Styling

Smooth, flowing lines give striking appearance to a thoroughly practical design. Ray Patten, leading industrial designer, is responsible for the styling.

USE G-E TRANSMITTING TUBES

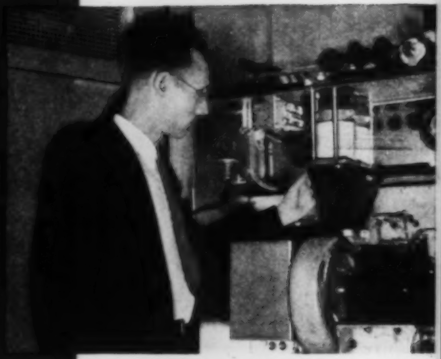
Since 1913, G.E. has been designing and building radio tubes for all services . . . . on land and sea, and in the air. G-E tubes have been extensively used by the U.S. Government for years.

Give G-E tubes a chance to show you really superior performance. Place your next order through our local representative.

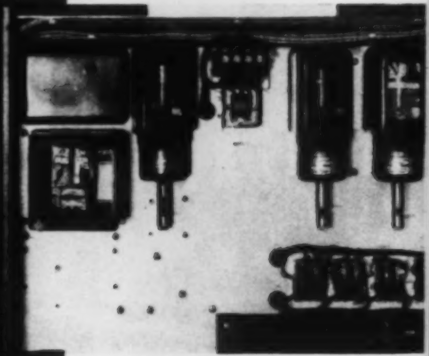


HERE'S THE NEW G-E

3000-WATT FM BROADCAST TRANSMITTER



Quiet, compact, efficient this cooling system adequately supplies the requirements of both GL-8002-R's. The blower and filter are rubber-mounted inside the amplifier cabinet.



Overload relays protect against both a-c and d-c overloads; automatic reclosers restore service instantly. No lost time here!

The tiny GL-8002-R used in the 3000-watt FM transmitter was specially designed by G-E engineers for ultra-high-frequency application. It has a center-tapped filament and three grid-leads. Output: 1800 watts up to 120 mc.

Consisting of a standard 250-watt transmitter (as exciter) and a 3000-watt push-pull neutralized amplifier (completely self-contained), the G-E 3000-watt transmitter strikes a new note in compactness and efficiency.

The amplifier uses two GL-8002-R forced-air-cooled triodes, with six GL-872-A's in the 3-phase rectifier. Total power consumption for the entire transmitter, including blower, is about 11 kw. Only 11.1 sq ft of floor space is required. Complete specifications are contained in bulletin GEA-3485. Ask for your copy. General Electric, Schenectady, New York.

G-E UNITS NOW IN OPERATION

W8XVH—Columbus, O.—250 watts
W9XYH—Superior, Wis.—250 watts
W1XTG—Worcester, Mass.—1000 watts
W2XOY—Schenectady, N. Y.—2500 watts*
Hinchenbrook Island, Alaska—two 250-watt units†
Ralston Island, Alaska—two 250-watt units†

*Operated experimentally since March 9, 1937
†Operated by Civil Aeronautics Administration

GENERAL ELECTRIC

160-5

When you think of

NEW ORLEANS

you think of:

The OLD FRENCH MARKET

and

WWL
NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

CBS London Office Damaged by Bomb; Murrow Tells of Reaction to Attacks

DESCRIBING the London scene and the effects of the Nazi aerial bombardment in his regular nightly trans-Atlantic broadcast on Sept. 18, Edward R. Murrow, chief of CBS' European staff, broadcast the news that a direct hit had been scored that day on the CBS London office building.

"Night after night," he stated, "bombs fall within a few blocks of what might be called secondary military objectives, but few direct hits have been scored. I don't know whether our office qualifies as a legitimate target or not, but it's been hit and the top floors lie in the street. The extent of the damage can't be ascertained until we're able to enter the building, and we can't do that until the surveyors have checked the remains of the building and decided whether the rest of it's likely to fall down."

Steele Injured

Later information revealed that the building had been condemned as unsafe and for the present Murrow is using his apartment as office as well as home. All broadcasts originate from the underground studios of the BBC, which are located about a block-and-a-half from the CBS office building in London. His position is not at all unique, Murrow stated on his broadcast, explaining that "today I talked with eight American correspondents in London and six of them had been forced to move."

Last June, in the first aerial raid on Paris, the NBC offices in that city were disrupted when the building next door was hit by several Nazi bombs [BROADCASTING, June 15].

Only American radio correspondent to receive personal injuries is John Steele, MBS London chief, who on Sept. 11 was injured during an air raid as he left Broadcasting House following a broadcast. Fortunately, Steele was soon able to send MBS the following cable:

"Injuries unserious. Nose and forehead cut and some shock dashing from BBC to hotel during barrage at 4 a.m. Okay after day's rest. Will try to continue live broadcasts but warn may prove impossible to reach studio during night raids. Am thinking not of danger so much as possibility letting you down. Of course conditions may improve any time."

Stating that the night attack was still going on as he spoke, Murrow said that "the West End is receiving a full measure of bombs tonight. Five times in ten blocks I've gone flat on the pavement, but many of those bombs were apparently delayed action. This is a race—the bomb removal squad trying to take those bombs out before the next consignment comes down.

"The individual's reaction to the sound of falling bombs cannot be described. That moan of stark terror and suspense cannot be encompassed by words, no more can the sense of relief when you realize that you weren't where that one fell. It's pleasant to pick yourself up out of the gutter without the aid of a searcher party."

BBC STAYS ON AIR

Only 10 Minutes Lost Due to Bombing Attack

THOUGH London's white-walled modernist Broadcasting House, in the center of the West End section, is a favorite quarry of the Nazi air raiders, the British Broadcasting Corp. reports it has lost less than 10 minutes for technical interruptions due to war conditions since the start of the intensified air attacks on London. There have been many close shaves, reports the BBC office in New York, but thus far no casualties.

The BBC continues on the air 24 hours a day, with its shortwave schedules being maintained uninterrupted and being picked up by shortwave listeners as well as by broadcast stations for rebroadcasts in many parts of the world. Several dozen U. S. stations carry the BBC shortwave schedules more or less regularly.

It is understood that BBC broadcasting is being done largely from the underground studios erected before the war began, while transmitters are sandbagged against attack. The roof of Broadcasting House, however, continues to serve as a vantage point for watching the raids and describing them to the world's listeners.

Swing to BBC

RAYMOND GRAM SWING, MBS news analyst, has resumed his special broadcasts to the BBC for broadcast throughout England this fall. His comments on the American scene are scheduled for one Saturday in each of the remaining months of the year. Swing's previous series, which he discontinued last June because of the pressure of his expanded American schedule, was heard by 30.9% of the British audience last year, according to a Gallup poll.

AN AMATEUR rider of some note himself, Johnny Neblett, sportscaster of KWK, St. Louis, is acting as m.c. of the St. Louis Horse Show, Sept. 30-Oct. 5, while Salesman Bob Richardson takes over his *One Man's Opinion* nightly broadcast. The St. Louis show draws entries in all classes from throughout the country, with proceeds going to the Shriners' Hospital for Crippled Children.

Social Impact of Radio Topic of Lecture Study

A LECTURE course dealing with radio as a social force and the relationships of radio to news gathering, dramatic entertainment, acting, music and big business, will be given this fall at the New School for Social Research, New York.

Starting with a discussion of radio and the news by H. V. Kaltenborn, NBC news analyst, G. W. (Johnny) Johnstone, radio director of the Democratic National Committee and formerly special events and public relations director of WOR, and Mat Gordon, CBS radio news rewrite man, on Oct. 4, the series of ten evening lectures will feature such speakers as: Elaine Stern Carrington, writer of some of the more successful daytime serials; Brewster Morgan, director of the CBS Shakespearean cycle; William Gage, network engineer; Henry Gauthier, sound effects man; Arthur Hayes, sales manager of WABC; Guy Hickok, manager of NBC's shortwave department; William G. H. Finch, pioneer facsimile inventor and manufacturer; Joseph Hill, director, Young & Rubicam; Sterling Fisher, educational director of CBS; Deems Taylor, composer, critic and commentator on music; and a number of radio actors, directors and executives.

A special session devoted to women and radio will feature Margaret Cuthbert, NBC director of women's and children's programs; Ruth Brine Kaltenborn, radio commentator, and Gwendolyn Jones, of CBS program service department. Rolf Kaltenborn is chairman of the series.

FREE RECORDINGS AT RADIO FAIR

Utility and Dealers Cooperate in Promotion Plan Featuring Local Broadcast Artists

YOUR VOICE RECORDED FREE
1941 RADIO SHOW INSIDE
Come in and receive as a souvenir A RECORD OF YOUR OWN VOICE
It's fun to make your own recording at home and its easy too — with a 1941 HOME RECORDING SET
THESE RADIO CELEBRITIES
of the National Broadcasting Company WILL BE HERE IN PERSON SEPT. 9th to SEPT. 13th
RECORDINGS MADE EASY

WINDOW DISPLAY of Electric Institute of Washington, comprising local radio dealers and Potomac Electric Power Co., promoting Radio Exposition. All of the capital's four stations were used.

USING all four local stations to promote the event, Washington's 1941 Radio Exposition Sept. 6-27, featured free recordings on three-minute instantaneous discs with a corps of 16 announcers handling the "interviews". The promotion was devised by J. S. Bartlett, managing director of the Electric Institute of Washington, comprising independent dealers and the Potomac Electric Power Co., and was inspired by the NAB campaign to encourage power utilities to promote radio.

More than 2,000 people procured the free recordings. A total of 75 spot announcements was used on the four Washington stations from Sept. 6-27, five days a week. On display in the power company lobby were 120 new model sets. Voices were recorded in two studios, with announcers, working in shifts, gratis, acting as coaches.

Of each 100 recordings made, it was found that 45 heard the announcements; 15 were told by friends; 18 saw the displays in the power company lobby, and 11 were attracted by an imprint on some 50,000 electric bills sent out in September carrying the legend "Your voice recorded free". The remaining 11 did not ascribe a reason.

Lobby and street window displays were changed each week, featuring NBC, CBS and MBS artists.

Court Calendar

THE ONLY broadcast case on the current calendar of the Supreme Court of the United States — the FCC appeal from the decision of the U. S. Court of Appeals in the CBS-KSFO, San Francisco, transfer issue . . . tentatively is slated for argument during the week of Oct. 21. The highest tribunal convenes Oct. 7. The case involves the jurisdictional question of the right of a station to appeal from an FCC decision denying transfer of an assignment by lease or otherwise. The FCC originally denied the joint applications of CBS and KSFO for transfer of the station to the network under lease, after which both appealed to the District court. The FCC sought to have the suit dismissed on the jurisdictional ground, but the court denied this motion.

WCKY
CINCINNATI
50,000 WATTS
CBS

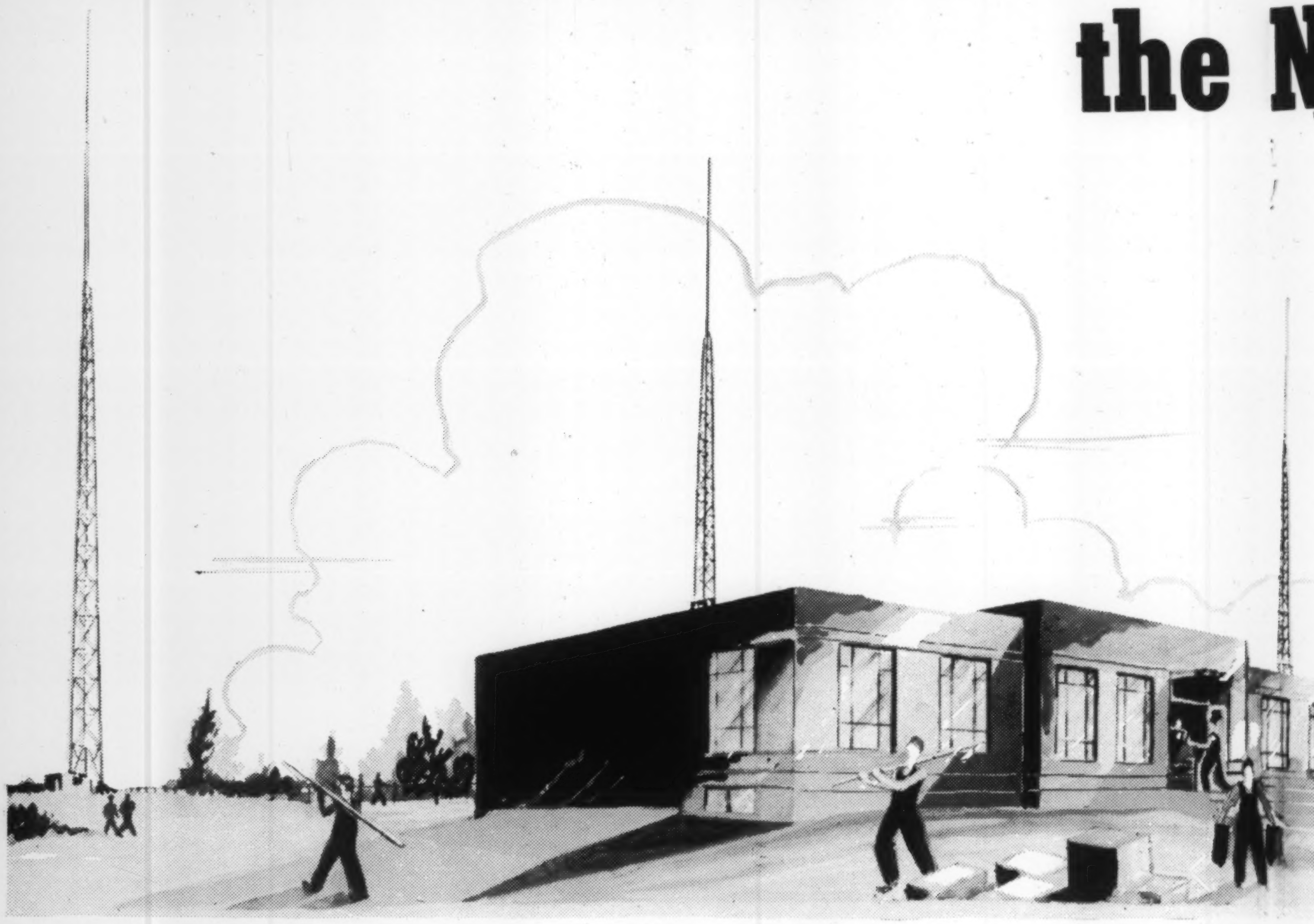
WCKY IS ONE OF THE SIXTEEN COLUMBIA 50,000 WATT STATIONS

"FIRST in public service"

CBS

DOING THE JOB FOR THE ADVERTISER

We're Working Overtime
the N



In mid-October, KXOK will move from 1250 kc.
to 5000 watts day and night. The NEW KXOK w
coverage. From a program standpoint . . . here's some rea
will be an affiliate of the NBC Blue Network. KXOK is nati
New York, Detroit, Chicago, and San Francisco, and is own
and affiliated with KFRU, Columbia, Mo.

me to get
e NEW KXOK on the Air

By October 19th

KXOK-630 KC.

to 630 kc. Its power will be increased from 1000 watts
OK will have ten times its present effective night time
e real news. Effective January 1, 1941, KXOK
nationally represented by WEED & COMPANY,
owned and operated by the St. Louis Star-Times

BROADCASTING
and
Broadcast Advertising

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SOL TAISHOFF, Editor

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BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● EDWARD CODEL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN
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Defense and Radio

CREATION by President Roosevelt of the Defense Communications Board at first blush will be viewed by many in radio as the first grim manifestation of the war's regulatory effect upon broadcasting. Until they know the facts, some broadcasters will regard the action with fear and trepidation—despite the advance notice and repeated official disclaimers against any purpose of upsetting the status quo in commercial broadcasting.

Based on past performances, the greatest danger probably will be the initiation of "whispering campaigns" about radio's plight—sinister stories that the Government intends to take over radio and has already set up up the machinery. Anticipating this, it is of greatest importance that such machinations be thwarted at the outset.

In his executive order, the President carefully circumscribes the board's functions, notably as to broadcasting. The board, the order states, "shall take no cognizance of matters pertaining to censorship". Its studies are limited to the "physical aspects" of broadcasting—not programs, commercial operation or any other fundamentals which constitute the cornerstone of Broadcasting by the American Plan.

The action does not come as a surprise. It has been under consideration since early summer. It has been hashed and rehashed within Government and trade councils. The final language, as a matter of fact, was modified after a meeting of FCC and DCB Chairman Fly with the NAB executive committee and high network officials in New York on Sept. 13. It was at this meeting that the significant "physical aspects" limitation was placed in the draft.

The board is made up of responsible Government officials, several high in national defense councils. It was convoked, not under "limited national emergency" powers of the President, but rather under the terms of the Communications Act. It will be an objective planning agency, against the day we become involved in actual conflict. It will have no staff. As Chairman Fly aptly put it, the board will not be a "super" operation. It will have the advice and counsel of committees representing all segments of communications, and serve as a "clearing house" for military defense plans.

It is important to note that under the Communications Act (Section 606c) the President can commandeer all communications facilities and suspend all regulations regarding radio. The board as a planning and coordinating agency, without power to take over, or operate, any facilities, can only *recommend* to the President the invocation of the Section 606 powers. Even then there would have been declared a state of national emergency.

Viewing, side by side, the executive order and the language of the Act, it is clear that broadcasters have no reason for concern. No one can gainsay the desire or need for objective planning in these times and in communications which are so vital to the nation's welfare. The order creating the DCB is not a half-baked declaration born of hysteria, but a well-reasoned and moderate enunciation of one phase of the preparedness program.

There will be no fanfare or fireworks in the board's operation. A committee representing all segments of the broadcasting industry will counsel with it. From where we sit, broadcasters would do well to view it only as a necessary development, with every assurance that the concept and purpose of the board is that they carry on "business as usual".

And Why Not?

HOW TO SELL radio advertising to banks has long been a puzzle as advertising people. Heretofore they have thought along lines of prestige and good-will copy, if at all. A new slant comes, however, from the Financial Advertisers Assn., which in its current bulletin brings out that money is a commodity, like shoes or soap, and can be merchandised and packaged in the same way *via radio.*

"What is the difference in trying to sell Mr. A a pair of shoes for $6, or $100 cash for $6, through the same channels Mr. A has learned the merit of the product of which he is in need?" asks the association.

The bulletin brings out that banking is changing and that more emphasis on the individual and his particular financial problem now is the vogue. It's the "small loan" package. Large banks which formerly shied from small loans, it is pointed out, now are entering that field by the hundreds. Most of the "products" purchased by individuals have been and are being merchandised via radio, says the publication.

"Then why not more radio for banks?" it asks. Here's the clincher, in the magazine's words:

"Those of us who have used the formula of right time and suitable program are all ready to testify to the definite results and the feeling of good will that the force of radio tends to bring. Radio is here to stay. Radio has merchandised most every other product. Why not more radio for more bank business."

And why not?

Safeguarded Jobs

STATION managements would do well to emulate Leo Fitzpatrick, executive vice-president of the Richards stations (WJR-WGAR-KMPC), and Joe Lang, manager of WHOM, Jersey City, who were first to report that employes called in the draft will find their jobs waiting for them when their military service ends. Replacements can readily be told that they are being engaged only as fill-ins for those called up, and there can thus be no hard feelings when the draftees return to claim their jobs.

Radio's ranks are already being considerably depleted by the calling up of National Guard and Reserve members, and the FCC's current monitoring expansion program has also claimed a large number of engineers. Indeed, as in warring Canada, the chief impact of the European War upon normal radio operations here seems to have been felt among personnel. Radio is essentially a "young man's game" and a large proportion of its personnel in all categories from managers down is eligible for the draft. The least that management can do is give every assurance to employes that a call to the colors will not mean sacrifice of their jobs.

Code Coordination

PROOF sufficient that the broadcasting industry can regulate itself by voluntary action is reflected in events of the last year, during which all provisions of the NAB self-regulation code—save those dealing with limitations on commercial copy, were fully effective. The most recent case in point is that of Father Coughlin, who has announced abandonment of his plan for a new series of weekly radio talks.

Father Coughlin has not been denied use of the microphone on sustaining time. But he has declined numerous offers to participate in forum discussions, permitted under the code. The fact that he has found it expedient to cancel his projected series of commercial talks indicates clearly that the NAB code is working.

On Oct. 1 the code provisions restricting commercial continuity become operative. Agencies generally have shown a willingness to cooperate, for they see in it benefits all down the line. The limitations are sufficiently broad to allow ample time for commercials. We believe they will introduce a new and healthy element in radio advertising.

The Communists

FROM NOW until election day, broadcasters will be plagued by time demands from fellow travelers of the Third Internationale in behalf of their Presidential candidate, Earl Browder. Ugly situations already have developed. Yet, according to legal lights, the hands of the industry are tied by Section 315 of the Communications Act, which requires that all legally *qualified* candidates for public office be afforded equal treatment on the air. It seems appalling that agitators subservient to foreign powers, who preach doctrines not far short of advocating overthrow of our Government, should be given run of the ether on equal footing with legitimate candidates. Yet the law is clear. Congress is still in session, and it's our guess that an amendment withdrawing the equal time privilege from those subserving foreign governments can be enacted without opposition.

We Pay Our Respects To —

CHARLES EDWARD MIDGLEY JR.

THIS FALL New York University opens a new course titled "The Business Side of Radio", which, says the catalog, "presents the entire broadcasting field from the business and management angle". Among other phases of radio, the course will deal with the "basic statistical data for the industry, including set ownership and listening studies, program rating and circulation analyses (CAB-Hooper-Coincidental-Neilson) and survey methods, mail and signal strength. Emphasis is placed on time-buying, network and spot, with a thorough study of rates and discounts, the factors involved in the selection of networks and local stations, and the procedure and considerations in purchasing all types of broadcasting time."

The course will also consider the "relationship between advertisers, agencies, networks, stations, station representatives, program and talent agencies and the FCC . . . copy requirements of networks, stations and FCC . . . talent-buying, with an interpretation of AFRA and AFM regulations . . . FM broadcasting, television and facsimile."

With such a course, which might well be subtitled "What Every Young Time-Buyer Should Know", everything depends on the instructor, and the consensus of the radio fraternity is that N.Y.U. could not have bettered its choice of Charles Edward Midgley Jr., business manager of the radio department of Batten, Barton, Durstine & Osborn Inc. Before his appointment to this post, Ned (as you know him, if you know him at all) had spent 11 years in charge of time-buying for the agency's clients—which makes him practically dean of the profession, or at least long-distance champion of an industry more noted for rapid changes than for stability.

Yet despite the fact that Ned has been with BBDO since March, 1928. and in the radio end since April 1, 1929—entitling him to a front row seat in the "I knew radio when" club—he won't have to worry about tripping over his long grey beard for some years to come for he still has some months to go on the sunny side of 35.

Getting down to vital statistics, Ned was born in Yonkers, N. Y., Feb. 15, 1906. He attended the Yonkers public schools and the Wharton School of Finance & Commerce of the University of Pennsylvania, whence he was graduated in 1927. At college he majored in journalism and during the summer vacations he worked for the *Yonkers Herald Statesman.* After graduation he landed a job as associate editor of a trade paper, the *New Perfumers Journal,* but the following spring he moved over to BBDO. He has been there ever since.

During the last 11 years Ned has watched the growth of advertising by radio from a highly speculative venture, equally apt to produce fantastically large results or no results at all, to a relatively conservative advertising investment. And he has played his part in the stabilizing process by helping to change time-buying from a by-guess-and-by-gosh procedure to a formula that is no less scientific because it has never been put down on paper or in a text book.

A mixture of psychology, statistics and radio engineering, of market data and station coverage, of listener preferences and signal strength, of card rates and Crossley ratings, of bitter experience and bright intuition—it all adds up to a nameless something that makes a time-buyer click. And that something is what Ned Midgley has to a remarkable degree.

Just how much money he has spent for radio time during his time-buying career is something it would take too long to figure up and Ned refuses to guess at it. But the total must be away up in the millions, for it includes all the time, both network and spot, that has been used to promote all the products of all the advertisers BBDO has placed on the air since 1929. And the total will mount even more rapidly from now on, as Ned now is supervising the purchase of talent as well as time. As business manager, he watches over all expenditures of the radio department and supervises all of its contracts, leaving the agency's radio director, Arthur Pryor Jr., free to concentrate on creating and producing programs to suit the requirements of the agency's clients.

Ask any station representative about Ned Midgley and you will learn that he is easy to see but hard to sell; that he'll listen to any and every proposal until he has the situation thoroughly analyzed, but that once his mind is made up it's practically impossible to change his decision. To all of which Ned cheerfully agrees, adding that a time-buyer's toughest job is explaining his decisions to the time sellers, saying "no" and making them like it.

Although declaring that generalizing about time-buying is both futile and dangerous, if sufficiently pressed Ned will admit that he has a few fundamental rules of guidance. First is that network and spot time-buying are too interrelated to be separated; that for any given campaign both should be studied and compared. Furthermore, he says familiarity with network schedules is a big help in buying spot time. Time-buying would be much simpler, he explains, if one could study a city and conclude that one station is best for all accounts, but unfortunately that is not the case, as each spot campaign must be figured individually, with careful consideration given to cost, availability and coverage of each station to be included.

Outside of office hours, Ned lives in Yonkers. His wife is a Yonkers girl, Margaret Murray, whom he married in 1934. They have two sons, Charles Edward III, 4, and Frank Murray, 1. He spends much time in his garden and makes a special hobby of raising gladiolus. An expert swimmer, he spends many hot-weather Saturdays at the beach. He is a board member of the Central Methodist Episcopal Church of Yonkers.

Personal NOTES

GENE WILLOUGHBY, formerly of KFEL, Denver, has joined WING, Dayton, as commercial manager. A veteran of 15 years in advertising, he served six of them in radio, including posts with Free & Peters and Paul H. Raymer, station representatives, and for three years as commercial manager of KOIL, Omaha. WING also has added Bob Schneider and George P. Huffman as salesmen.

RAY RHODES, account executive of KPO-KGO, San Francisco, has been named chairman of the Speaker's Bureau for the approaching Community Chest drive in San Francisco.

HOWARD ESARY, head of Esary Productions, Los Angeles, and Helen V. Le Mond of that city, were married Aug. 24 in Reno, Nev., it was recently revealed.

LUNSFORD P. YANDELL, NBC director of international commercial broadcasts on Sept. 24 described radio's place as sales ambassador to Latin America and the part it is taking in cementing relations between North and South America at a dinner of the Advertising Women of New York.

WILLIAM D. PABST, manager of KFRC, San Francisco, recently was named a member of the Salvation Army Advisory Council.

CARL CALMAN, previously manager of WINS, New York, and vice-president and general manager of New York Broadcasting System, has joined the sales staff of International News Service in New York, where he will concentrate on radio.

STUART E. ADCOCK, president of WROL, Knoxville, on Sept. 28 married Jane Ingram, formerly of the Tennessee Valley Authority office. They left on an extended Southern honeymoon.

HARRY C. ELDRED, since 1935 promotion manager of WTMJ, Milwaukee, has been appointed head of the newly formed program research department of WBBM, Chicago, according to Stuart V. Dawson, assistant program director.

CLAIR HEYER, formerly national sales manager of WOC, Davenport, Ia., has joined Armour & Co., Chicago, as manager of the radio department.

JOSEPH P. WILKINS, commercial manager of KFBB, Great Falls, Mont., has been appointed manager to succeed Mrs. Jessie Jacobson, resigned. Mrs. Jacobson had been with the station for 12 years, and Mr. Wilkins for the last nine years.

DONALD L. SIMS, continuity writer and staff announcer of CKLW, Windsor, Ont., on Oct. 1 becomes manager of WMSL, Decatur, Ala. He has been in broadcasting six years, starting at CJIC, Sault Ste. Marie, Ont., as staff soloist, then announcer, then commercial man.

KENNETH RAINE, of the CBS legal staff, who has been serving as Washington counsel in the absence of Paul A. Porter, returned to his New York duties in mid-September but on Sept. 15 suffered a broken leg while playing softball. In Washington he substituted for Paul A. Porter, who resumed his post Sept. 25 after serving for five months as assistant to Defense Commissioner Chester Davis.

CAPT. C. W. GILCHRIST, Maritime regional director of publicity for the Canadian Broadcasting Corp. at Halifax, is now officer commanding the 3d Fortress Company, Royal Canadian Army Service Corps, at St. John, N. B.

WILLIAM F. CARLEY, formerly with the San Francisco office of J. Walter Thompson Co. and previously having handled promotion for NBC's M & O stations, has been appointed director of promotion and publicity for WBT, Charlotte, replacing Arthur L. Forrest, resigned.

WILLIAM E. SONNEMANN has joined the accounting division of WOR, Newark, as assistant to Charles Van Loan, head of the department.

H. K. CARPENTER, vice-president of United Broadcasting Co., has been elected governor of District No. 158, Rotary International.

MYRON ELGES, formerly with KTMS, Santa Barbara, and Edward Petry & Co., Los Angeles, has joined the NBC-Blue sales staff in Hollywood.

PHIL FURMAN, salesman of WMCA, New York, became the father of a boy Sept. 19.

ESTELLE BRENNER, formerly with *Look* magazine, has joined the sales staff of WNEW, New York.

HARRY FINDLEY, of the sales staff of WIS, Columbia, S. C., has received a private pilot's license, having 38 hours in the air. He completed the CAA course.

LEONARD J. BUNKIN, of the sales staff of WIP, Philadelphia, on Sept. 9 became the father of a boy.

MARION L. WALKER, manager of KHUB, Watsonville, Cal., on Sept. 18 was named business manager of the *Register - Pajaronian*, Watsonville newspapers, by John P. Scripps, also owner of the station. Edgar W. Slusser, for 11 years with the newspapers' editorial department, becomes KHUB manager.

ROBERT SCHMID, director of advertising and sales promotion for MBS, on Sept. 17 addressed the meeting of the Assn. of Printing Salesmen of New York.

WALTER PEGRAMM, formerly with the sales staff of WSIX, Nashville, has been appointed commercial manager of WCHV, Charlottesville, Va. Carl Goodwin, formerly sports announcer at WPID, Petersburg, Va., has joined WCHV in the same capacity. In addition to his broadcasting duties, Goodwin is taking a course at the U of Virginia.

WALTER ZAHRT, sales promotion chief of WOAI, San Antonio, is the father of a baby girl born recently.

PUCK WENDLING, formerly of KHJ, Los Angeles, and KMO, Tacoma, has been named commercial manager of KVOE, Santa Ana, Cal.

FRANCIS EUGENE WONDLING, formerly of KMO, Tacoma, has joined KVOE, Santa Ana, as sales manager.

WILLIAM D. PABST, manager of KFRC, San Francisco, was to return Oct. 1 from a business trip to Chicago, Detroit and New York.

LINDSEY H. SPIGHT, vice-president and Pacific Coast manager of John Blair & Co., addressed the Junior Departmental of the San Francisco Adv. Club Sept. 18 on "Television and the Future in Radio Advertising".

TOBIAS B. FLINT, new to radio, has joined the sales staff at WPEN, Philadelphia.

WIZE Staff Selections

WITH George Losey as manager, the new WIZE, Springfield, O., is scheduled to begin operating on or about Oct. 15. Mr. Losey, formerly with WLS, Chicago, has announced the following staff selections: Bill Spencer, from WDZ, Tuscola, Ill., and WIRE, Indianapolis, sales manager; Leo Boulette, from WDAN, Danville, Ill., program director; William Radcliff, production manager; Jim Cerney, continuity editor; Elizabeth Kern, director of women's features — the latter three from WING, Dayton. Arthur Martin will be chief engineer; Gordon Combs and Dick Hunt, announcers; William Jacoby, salesman. WIZE will operate with 100 watts on 1310 kc., and will be a bonus outlet with WING on the NBC-Blue network. It is owned by Charles Sawyer, Cincinnati attorney, who also controls WING.

NBC Press Shifts

IN A GENERAL shift of personnel in NBC's press department, Bill Neel has been made night editor, assisted by Al Kastner; Warren Gerz is helping Bill Miller in the magazine section; John McTighe is assistant to Charles Pekor in handling commercial accounts; Earl Mullin is in charge of the news desk in addition to his duties as general assistant to William Kostka, department head.

Ruth Miller

RUTH MILLER, of KPO-KGO, San Francisco, was found dead in her apartment Sept. 16, presumably from a heart attack. She is survived by a daughter, Helen Miller and three sisters. She was with the press department.

BEHIND the MIKE

C. OTIS RAWALT, for five years with NBC's radio-recording division, has been appointed manager of the program division of Radio Advertising Corp. Announcement, made Sept. 17 by William B. Gellatly, RAC president, says that Mr. Rawalt will have complete charge of program sales and operations.

BRUCE DENNIS, formerly of the *Chicago Tribune* local staff and sports department has been appointed publicity director of WGN, Chicago, succeeding Frank Schreiber now coordinator of the station's activities [BROADCASTING, Sept. 15].

J. CLINTON YOULE, member of the special events and news staff of NBC Chicago, late this fall is to marry Jeanne Eadie of Glen Ellyn, Ill.

ROBERT M. HAFTER, formerly production director of WBBM-CBS, Chicago, has been named to head the Chicago office of Columbia Artists Inc., according to Herbert I. Rosenthal, director of CAI, New York. Hafter succeeds Nan Elliott in the Chicago post. It is expected that the Chicago office will be expanded. Mr. Hafter started in radio in 1930 as announcer and program director of WDAF, Kansas City. Following that he was for four years program director of KMOX, St. Louis. He joined WBBM-CBS as production director in November, 1936.

WALLY SANDACK, news commentator of KSL, Salt Lake City, and Jerry Lane (Helen Frank), feminine commentator of KDYL, have announced their engagement. They plan to be married Nov. 12.

JAMES WILLIAMS, formerly of WRTD, Richmond, has joined the announcing staff of WKPA, New Kensington, Pa. Other additions are Presley Roper, of NBC, and two junior announcers, Raymond Scott and Howard Endean of New Kensington.

DICK BARD, publicity director of WNEW, New York, flew to Texas Sept. 23 to take a series of cowboy pictures for a national photograph magazine.

DOROTHY GOODMAN, formerly of WINS, New York, has resigned to free lance.

DOW MOONEY, formerly of KFEQ, St. Joseph, Mo., has joined WFAA, Dallas, as news writer and announcer. Jack Thomas, formerly of KXYZ, Houston, and Dave Russell, from WRUF, Gainesville, Fla., have joined the WFAA-KGKO announcing staff.

WINFRED H. WILEMAN has resigned from KFDA, Amarillo, to join KWGB, Hutchinson, Kan.

ANGELO PALANCE, boxing narrator, has joined WVFW, Brooklyn.

ROBERT HORN, formerly of WPAY, Portsmouth, O., has joined WMAN, Mansfield, O., as news editor and newscaster.

MACK BOOZE, U. of Illinois journalism graduate, has been named assistant to Dick Ruppert, sales promotion director of WSAI, Cincinnati.

DOROTHY FRANKLIN, continuity editor of WBT, Charlotte, N. C., left recently for Portland, Ore., where she is to be married. Betty Todd has been named to replace her as continuity editor, with Kay Owsley as assistant.

ALBERT STEPHENS, formerly of KFKA, Greeley, Colo., and KFEL, Denver, has joined KGHF, Pueblo, Col.

JIMMY KLAER, musical director of WHBQ, Memphis, has a new tune, "G'Wan Now" on the newstands. Music is by Ernest Gold.

Laux to New WSTV

JOHN LAUX, since 1933 manager of KQV, Pittsburgh, has been appointed general manager of the new WSTV, Steubenville, O., which will be ready for operation within the next few months, according to Jack N. Berkman, counsel for the Valley Broadcasting Co., Steubenville. The station was authorized for construction last May, to operate with 250 watts on 1310 kc., and will be owned by a group of about 50 citizens of Steubenville and nearby communities. Western Electric equipment is being installed under direction of Robert Kaufman, technical supervisor.

RALF BRENT, formerly of WTNJ, Trenton, N. J., has joined WFPG, Atlantic City, as program director. Bob Lewis also was added to the WFPG announcing staff.

ARCHIE McKENZIE, of the production department of the British Broadcasting Co., London, recently visited Al Nelson, general manager of KPO-KGO, San Francisco. He is studying American radio technique and has been touring the nation for nearly a year.

BOB PANTELL, formerly an operator, has joined the announcing staff of WARD, Brooklyn.

ALVIN NELSON, 15-year-old son of Al Nelson, KPO-KGO general manager, underwent an operation for a throat ailment, while vacationing with his parents in Denver.

Meet the LADIES

NILA MACK

FORMER CHILD actress, dancer and singer herself, Nila Mack, recently celebrated her tenth anniversary as CBS director of children's programs. At 16 she landed her first real job as leading lady of a western repertory company, finally arriving on Broadway, where she acted in such productions as "Hedda Gabler" and "War Brides" with Nazimova, eventually finding herself in radio in 1930. Feeling that programs designed primarily for children should be played by child actors, Miss Mack cast all youthful actors in her first few productions. The formula proved so successful that children have replaced adults on all her programs, best known of which is *Let's Pretend*, program of fairy tales on CBS which won the Women's National Radio Committee 1939 award and two other nationwide polls of radio editors as the best children's program on the air.

RICHARD BLAKE has been named program director of WKRC, Cincinnati, returning from Hollywood where he had been scenario and radio writing. Before going to the Coast he was a member of the *Cincinnati Times-Star* editorial staff.

MARIA LITTLE, formerly secretary to Martin Block, director of WNEW's *Make Believe Ballroom*, has joined Compton Adv., New York, as secretary to the casting director.

NAT HIKEN and Roland Kibbee, Hollywood writers, are in New York to assist Fred Allen on scripts for his new Texaco program.

HELEN BERGOVOY, collaborator on production, editing, casting and research for the *Columbia Workshop* programs, will conduct a new seminar course in radio script writing at the Writer's School, New York, beginning Oct. 8. A script writing course for beginners will also be conducted by Miss Bergovoy.

MERRILL MYERS, continuity writer of NBC Chicago, on Sept. 5 became the father of a girl.

ARTHUR PETERSON, actor of NBC Chicago, is the father of a boy, Paul Warren, born Sept. 16. Mrs. Peterson is the former radio actress, Norma Ransom.

NORITA DONAHUE, new to radio, has been added to the traffic staff of KIT, Yakima, Wash. She will assist Dave Lindberg, traffic manager.

HENRY COOKE, formerly of WBOW, Terre Haute, Ind., has joined the announcing staff of NBC Chicago.

R. J. MORARD, formerly of the publicity department of WBBM-CBS, Chicago, on Sept. 23 was appointed assistant to J. Oren Weaver, director of news and special events.

BURR SULLIVAN, in charge of the storeroom at KTSA, San Antonio, has been named continuity writer, following success with a quarter-hour program.

CHARLES SEBASTIAN has been named chief announcer of KSCJ, Sioux City, Ia. Merrill Workhoven, KSCJ newscaster, has joined KSOO-KELO, Sioux Falls, S. D.

TOMMY REYNOLDS, recently of KRBC, Abilene, Tex., and Ray Hone have joined the announcing staff of KABC, San Antonio. Hone replaces Travis Cabiniss, who joins KXYZ, Houston.

MARTY GLICKMAN, sports announcer at WHN, New York, and former Syracuse football star and Miss Marjorie Dorman, former dancer in George White's "Scandals" have announced their engagement.

DICK WEBSTER, promotion manager of Don Lee Broadcasting System, Los Angeles, is seriously ill at his home, suffering from a pulmonary ailment.

KEN BARTON, formerly a commentator on the NBC *Richfield Reporter*, has joined the announcing staff of KHJ, Los Angeles.

PAUL C. MASTERSON, formerly KGER, Long Beach, Cal., announcer, has joined KOY, Phoenix.

ROD SHEPHERD and Gene DeYoung, apprentice announcers at KARM, Fresno, Cal., have returned to Fresno State College, but continue their microphone work after college hours.

CHARLES FOLL, production manager of KTKC, Visalia, Cal., and Gerry Erwin, musical director, have collaborated in writing a new song, "Today Is Just Another Day." Erwin and Charles P. Scott, Jr., son of the manager of KTKC, have also written a number titled, "Stand By America." Scott recently wrote the musical composition "Won't You Consider," transcribed by C. P. MacGregor Co., Hollywood.

PAUL GILL, formerly of WLBZ, Bangor, Me., has joined WMBD, Peoria.

JOSEPH HOGAN, formerly of WTMV, East St. Louis; Henry Orbach, formerly of KFEL, Denver, and Charles Saunders, of WGCM, Gulfport, Miss., have joined KARK, Little Rock.

JAMES LESLIE WOODRESS, assistant news editor of KWK, St. Louis, on Sept. 28 married Roberta Nell Wilson at Webster Groves, Mo.

FRED HORTON has joined the sales staff of KANS, Wichita, Kan.

DEAN METCALF, news editor of KARM, Fresno, Cal., has been named International News Service representative in that city.

MORDEN BUCK, of KMOX, St. Louis, and Ed Pearson, of WPRO, Providence, have joined WJNO, West Palm Beach, Fla.

MONTE KLEBAN, formerly of eastern stations, has joined WOAI, San Antonio, as production manager. Irene Schrimsher has been placed in charge of the traffic department.

EDWARD FITZPATRICK Sr., musical director of KYA, San Francisco, has returned following a siege of pneumonia.

ELMA LATTA HACKETT, "Friendly Homemaker" of KROW, Oakland, is back following an operation. She made a series of transcriptions for release while she was incapacitated.

ROBERT N. PINKERTON, production manager of KDON, Monterey, Cal., has been appointed instructor of radio technique in the Monterey Unit Adult School. KDON will make studio facilities available to the classes in broadcasting.

SAM HAYES, Hollywood commentator, has been cast as an announcer in the film, "High Sierra".

JOEL MALONE, CBS Hollywood continuity writer, and Maxine Gulley, vocalist, were married in that city Sept. 28.

CALVIN PEPPLER, of the public relations department of CKY, Winnipeg, Man., is now with the Royal Canadian Army Service Corps as a corporal. He has been with CKY since 1938.

CAPT. B. E. ROBINSON, of the Canadian Broadcasting Corp. production department at Winnipeg and Toronto, and of the script staff at Halifax, a former newspaperman, is now with the 3d Canadian Division, Royal Canadian Army Service Corps.

ROBY DAVID, orchestra leader and later with CKLW, Windsor-Detroit, and Larry Marino, at one time with CKLW, have joined WMAL, Washington, where they are broadcasting a morning participating program as the "Kibitzers".

NATALIE CORE, of Washington, has joined WMAL, Washington, to conduct a shopping service. She broadcasts under the name Stephany.

ARTHUR PERLES, member of CBS publicity staff in New York, is the father of a boy, Richard Stanley, born at Doctors Hospital, New York, Sept. 11, his second son.

NORVAL SCHNERINGER, of the news staff of WFAA, Dallas, has been named publicity director, succeeding Dick Jordan, who is devoting his primary attentions to publicity for the Baker Hotel, Dallas.

CHARLES GOLLING, continuity writer of WTMJ, Milwaukee, is the father of a 5-pound girl born Sept. 14. The baby was kept in an incubator for several days.

PAUL MARTIN, music conductor at KPO-KGO, San Francisco recently received word that his new song "My Dreams" has been accepted for publication by BMI. He wrote both words and music.

HOWARD RICHMOND, New York publicist, has joined the Irving Parker publicity staff in Hollywood.

JEAN RUTH, recently of Detroit, has joined WHAT, Philadelphia, to broadcast women's programs.

Robb Transfers to WIOD

APPOINTMENT of Arch Robb, production manager of WHIO, Dayton, as program director of WIOD, Miami, with complete charge of all studio operations, was announced Sept. 20 by Dan E. Mahoney, president of the Miami station. He succeeds Martin S. Wales, who has joined the sales staff of WKAT, Miami Beach. Mr. Robb started in radio with WHBF, Rock Island, in 1934, and joined the WHIO commercial department in 1936, afterward taking over continuity and commercial production. WIOD and WHIO, as well as WSB, Atlanta, are owned and operated by former Gov. James M. Cox of Ohio.

MBS Berlin Correspondent

JOHN DICKSON has been apponnted fulltime MBS representative in Berlin and will be heard on the air, along with Sigrid Schultz of the *Chicago Tribune*, from the German capital. Born in Norfolk, Va., 34 years ago, he studied at Andover, Brown and Yale Universities. Dickson continued his education abroad as an exchange student after Hitler came to power.

Detroit Twin

WJBK, Detroit, was represented at the recent Twins Convention in St. Louis by Announcer Bernard Ladendorf—who happens to be not only a twin, but part of an identical twin duo. Brother Jack went along, of course. Ladendorf was asked to be m.c. at the Grand Ball and also acted as "pinch-hitter" for the scheduled toastmaster at the banquet. An interview over KXOK, St. Louis, pictures in the local papers, and in national newsreels catapulted Announcer Ladendorf to "King for a Day".

DANA WATERS, announcer of WSB, Atlanta, and with the station since 1931, plans to resign late in September to enter the ministry. He will preside at six small Presbyterian churches in Georgia, making the circuit every two weeks.

Milton Weiner Is Named Musical Chief of WLW

MILTON WEINER, for 15 years with the music department of WLW, Cincinnati, has been named general manager of music, succeeding Josef Cherniavsky, who recently left the station. George Rogers, coordinator of music for four years, was named his assistant. Mr. Weiner will supervise the five WLW orchestras along with arrangers and others in the musical staff.

Mr. Weiner

The position carries the heaviest single-station responsibility in the industry, according to James D. Shouse, Crosley Corp. vice-president in charge of broadcasting. Mr. Weiner joined WLW as a piccolo and flute player when only four comprised the musical staff.

FULL SPEED AHEAD

OVER A BILLION DOLLARS

for Government Defense

Added to an Already Great Market!

RETAIL SALES in Norfolk Area* are highest in peace-time history—highest in all Virginia! Hundreds of millions appropriated last summer have shot shipbuilding, employment and buying power to the highest peak—it's full speed ahead *now!* Take advantage of this *richer*, compact market—the outstanding "Bright Spot" on Nation's Business map. Include WTAR in your next schedule.

*WTAR is the only station that effectively reaches a majority of listeners in the Norfolk Metropolitan area which includes Norfolk, Portsmouth, Newport News, South Norfolk, Hampton, Phoebus.

National Representatives: EDWARD PETRY & CO.

NORFOLK VIRGINIA AMERICA'S No. 1 SALES AREA

WTAR

Owned and Operated by Norfolk Newspapers, Incorporated

BROWN & WILLIAMSON TOBACCO Corp., Louisville, will give away an airplane on each week's broadcast of its *Wings of Destiny* series starting Oct. 4 on a nationwide NBC-Red network, Friday, 10-10:30 p.m.

Series, advertising the new king size Wing cigarettes, presents a complete aviation adventure story each week but with the same major characters, an airplane pilot, a girl reporter and photographer and an airport mechanic. During each broadcast a Piper "65" cub trainer plane will be awarded to the person writing the best testimonial letter for the cigarette, based on lines suggested on each week's broadcast.

Combining skill and luck, the method for awarding the prize is as follows: At the start of the program the five best letters received in the preceding week will be given to a board of judges present in NBC's Chicago studios. They will grade the letters in order of merit and before the end of the broadcast the writer of the best letter will be called on the telephone and notified that he has won. If he does not answer, the second winner will be called, and so on until an answer is received and the plane given away.

The Piper plane, which retails for approximately $1,600 and which has been sold to private fliers and students throughout the country, is equipped with dual controls and a tandem seating arrangement accommodating two persons. It will be flown or shipped to the winner immediately after the broadcast each week. Russell M. Seeds Co., Chicago, handles the account.

Merchandising & Promotion

They Really Fly—Sweets for 500—Fair Day—More Fair—Troy Talks—Pittsburgh Power

Vivien's Brooch

WITH the start of the *Lux Radio Theatre's* fall season on CBS, Lever Bros. Co., Cambridge, started a two-month offer to listeners of a brooch similar to the one worn by Vivien Leigh in the motion picture "Gone With the Wind", in return for three wrappers from bars of Lux Toilet soap and 15 cents. Enclosed with the brooch is a folder telling about other pieces of GWTW jewelry available through the company. Agency in charge is J. Walter Thompson Co., New York.

* * *

Candy for Kids

CANDY bars, 500 of them each program, are given away each day that *Kids in the News* is heard on KTSA, San Antonio, and Lone Star Chain. Local tie-ins include mention of dealers' names and a password. First ten youngsters arriving with the password get free candy at each station. The sponsor, Pre-Pack Corp., gives $5 prizes for best Big Nick stories, with grand prize of $50 each month. Agency is Southern Adv. Agency.

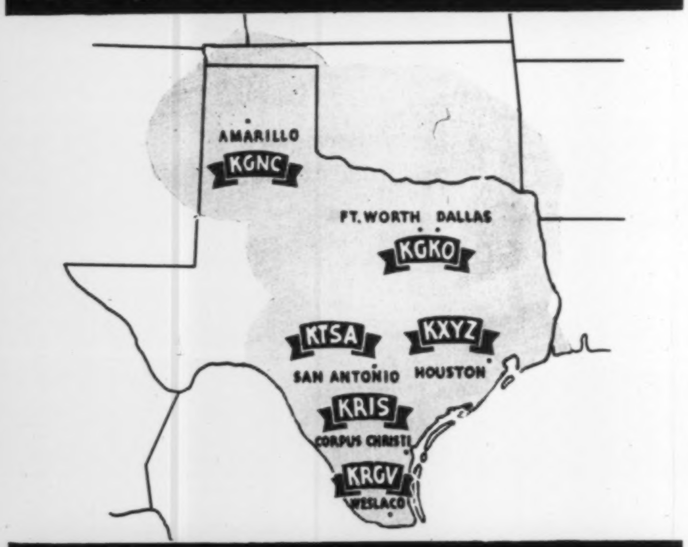
* * *

Utah Posters

A NEW version of the "Listen before you vote" slogan has been adopted by KDYL, Salt Lake City. It is "Listen to KDYL—before you vote." Red, white and blue posters have been distributed throughout the State.

The LONE STAR CHAIN

SIX STATIONS—OVER 300,000 SQ. MILES—1,780,509 RADIO HOMES—A TWO BILLION DOLLAR MARKET.



THE ONLY ADVERTISING MEDIUM FOR HOLEPROOF COVERAGE FROM THE TEXAS PANHANDLE TO THE RIO GRANDE!

For rates and availabilities contact any LSC station, Howard Wilson Co., or James W. Pate, LSC Managing Director. Star Telegram Building, KGKO, Fort Worth

Stamp Album

IN A TIE-UP with its bi-weekly "Rancho Peralta" program, an historical narration series of the East Bay Empire, on KROW, Oakland, the R. A. Shuey Creamery is issuing a free Postamp History Album. It includes space for illustrative stamps, which may be obtained by saving coupons issued with the sponsor's butter, cheese, eggs, ice cream and other dairy products.

The 40-page album, which gives in synopsis form the material from which the radio programs are produced, has been delivered to Shuey customers and others making requests by telephone following the broadcasts.

* * *

Marco's Passes

MARCO ANIMAL FOODS, Philadelphia (dog food), returning to the air locally on WIP, Philadelphia, with a tri-weekly quarter-hour series devoted to gossip and chatter about Hollywood personalities and the movies, gives away 150 pair of passes to neighborhood theatres, two labels from the canned product rating the listener a pair of movie tickets. Account is handled by Philip Klein Agency, Philadelphia, Billy Banks, of the WIP sales staff, making the sales contact.

* * *

Cars for Recollections

IN ADDITION to the regular list of prizes awarded for the best "I'll Never Forget" letters from listeners, dramatized on the program of that title broadcast on MBS three afternoon quarter-hours weekly, the sponsor, Macfadden Publications, New York, will give a new Studebaker Champion for the best letter received during October. Program, in the interest of *True Story Magazine* is handled by Erwin, Wasey & Co., New York.

* * *

At Grocers' Meeting

GLADYS CRONKHITE, home economics authority of KPO's *International Kitchen* program and Ann Holden of KGO's *Home Forum*, were the guests of the California Retail Grocers and Merchants Assn. when the group held its convention Sept. 15-18 at Hotel Del Monte, Cal. Both appeared in broadcasts from the convention. One display showed pictures of all NBC programs sponsored by grocery accounts.

* * *

Their Day at the Fair

KPO-KGO Day was observed Sept. 15 at the San Francisco Fair, with the radio tieup credited with bringing one of the heaviest attendances of the season. Five broadcasts were originated by the stations and radio personalities appeared at the exhibit during the day. The show was televised for viewers in RCA and Westinghouse exhibits.

* * *

WOKO Views

TO DETERMINE listener interest in the *Farmer's Almanac* on WOKO, Albany, N. Y., the station is offering free to listeners a Radio Centre Album which contains a complete pictorial survey of the studios, auditorium, offices and control rooms of the station.

Ballad Bucks

HURLEY'S Department Store, Camden, N. J., combines its newspaper advertising with radio for a new twist to the cash giveaway programs in sponsoring *Dollars for Names* on WIP, Philadelphia. Heard daily, the program combines old-time ballads transcribed with what is described as a new radio game in offering the listener cash prizes for the longest list of merchandise which can be purchased in the sponsor's store. The names of trademarked merchandise mentioned during the course of the program are to be supplemented by names of those items mentioned in the store's daily newspaper advertising with three $1 awards to the longest lists submitted daily and a special $10 award for the longest list of the week. The importance of reading the newspaper advertisements is stressed throughout the program.

* * *

Strictly Local

M. J. LANAHAN Co., Chicago (Dodge & Plymouth dealer), on Sept. 15 started sponsorship of a weekly half-hour Sunday variety show, *It's Happening in Chicago*, on WBBM, Chicago. Regular features include presentation of the "Unsung Hero of the Week", "Book of the Week", "Play of the Week", and a dramatization exposing confidence games reported by citizens who have been victimized by sharp business practices.

* * *

Studio Plane at Fairs

THOUSANDS from the Southern Ohio area viewed the WCKY Studio Plane, de luxe mobile unit of the Cincinnati station, at the recent Carthage Fair in Hamilton County. WCKY broadcast daily programs from the Studio Plane at the Fair. Charley Stookey broadcast the weekly CBS *Country Journal*, network feature, from the mobile unit. The Studio Plane is making a round of out-of-town fairs.

* * *

Play's the Thing

"READ ARISTOPHANES' 'The Clouds' then listen to CBS' *Invitation to Learning*, WABC, Sunday at 4:30," is the headline of an advertisement of Gimbels Department Store appearing in New York papers on Monday, Sept. 23. Copy suggests brushing up before the broadcast with a copy of "Aristophanes' Plays", procurable at Gimbels for only 79 cents.

* * *

Speakers Bureau

WTRY, Troy, N. Y., is planning a speaker's bureau, with a half-dozen members of the staff available for gratis talks on various aspects of radio. Dates have been booked with granges, schools, and a number of clubs and organizations. Representatives of the program, engineering, and continuity departments are included in the list of speakers.

* * *

WCAE's Boost

A SERIES of promotion campaigns announced increase of WCAE's night power to 5,000 watts. Daily ads in Pittsburgh newspapers exploited the new wattage. Other steps included trade publication space, direct mail, stationery stamp and all available station breaks. A half-hour program fed to Mutual network called attention to the new power.

1350 KIDO NBC

SCOREBOARD at the local ball park was built by KIDO, Boise, Id. It is located in centerfield. This snapshot was taken during a night game.

Grid Dollars

THE five Lawton Clothing Stores sponsor *Hot Off the Gridiron* on WTMJ, Milwaukee. With a quiz formula, Russ Lunch, *Milwaukee Journal* sports editor, drops a silver dollar into a jackpot for each question muffed, but keeps all the dollars he has left at the finish. Winner is determined by a decision question. Programs are heard just prior to Green Bay Packers pro games on WTMJ.

* * *

Westinghouse Games

LISTENERS to the weekly *Musical Americana* on NBC are offered a new game by Westinghouse E & M Co. First announcement was made Sept. 24. Designed for family enjoyment, the game consists of cartoons of a comic strip character. It promotes the Westinghouse Leisure line of home appliances.

* * *

Borrowed Formats

FORMATS of popular magazines are used by WCSC, Charleston, S. C., in a promotion series exploiting the advantages of WCSC and the region it covers.

* * *

Quaker City Sound

AN ATTRACTION of Radio Festival Week in Philadelphia included an exhibit of WCAU's sound effects equipment in the Stern Department Store.

BROCHURES

KFRC, San Francisco — Four-page three-color mailing piece, *KFRC Newscast*, containing news of KFRC merchandising, success stories and hot spot availabilities, mailed regularly to 750 advertisers and agencies.

WCAU, Philadelphia—Newspaper headlines on defense work in the city.

KNX, Hollywood—Four-page folder, ". . . Yes, But What Was Your Sales Increase?" relating success stories.

WJSV, Washington — Folder asks, "Can Radio Sell Houses?" and answers the question.

WWL, New Orleans—Tiny booklet about big midsummer business gain, based on "man bites dog" and "snowball rolls up hill" theme.

KFBI, Wichita—Giant folder citing coverage claims.

WDRC, Hartford—Booklet with seven success stories.

WDZ, Tuscola, Ill.—"It's in the Bag", 4-page folder with coverage and sponsor praise.

KNX, Los Angeles—Folder with big question mark on cover, with sales-success figures.

NBC—Star-spangled, giant folder reprinting "It's Great to Be a Broadcaster—an American broadcaster!" copy used in institutional space.

WMCA, New York—Folder describing *Homemakers* program.

Letters to Mutual

LETTER sent out by Robert A. Schmid, sales promotion manager of MBS, as a follow-up to his recent "Air-rithmetic" promotion piece, contains letters from three MBS sponsors—Wander Co., General Cigar, American Safety Razor.

Explaining BMI on Air

WITH public interest in BMI music rapidly increasing, WIP, Philadelphia, has added to its fall schedule a weekly series of programs titled *Broadcast Music Presents*, featuring a half-hour devoted exclusively to the rendition of BMI popular music by Joe Frasetto's studio orchestra and vocalists. The WIP program schedule is interspersed with announcements, explaining the meaning of BMI and what it offers the radio listener.

* * *

Ashtabula Stumpers

SPECIAL lines have been installed by WICA, Ashtabula, O., to handle requests for songs on the Professor Stump's Musical Question Box. Harold Leaman, musical director, is the professor who tries to play requests. The sponsor, Barnum Jewelry Co., gives merchandise prizes to those who stump the prof.

Can't Be Packed

A THREE-CITY election feature, *The Peoples Political Poll*, is conducted by Z-Bar Network, with quick switchovers from city to city to prevent "loading" of programs in favor of a candidate. At times the Montana program hour is changed and the pickup comes from only one town.

Rocky Mountain Review

SUMMARY of work of the Rocky Mountain Radio Council for the period Nov. 1, 1939 to July 31, 1940 is given by Robert B. Hudson, director, in a booklet just published. The council is a program service, working through faculty radio committees and radio directors of colleges and civic organizations. It insists on adequate rehearsals and maintains a transcription network for educational broadcasts.

THE HEART OF *"The Master Market"*
is
PITTSBURGH · ALLEGHENY COUNTY
. . . home of

The World's Largest Manufacturers of Rolling Mill Machinery
The World's Largest Manufacturing Company of Lifting Jacks
The World's Largest Radium and Vanadium Reduction Plants
The World's Largest Independent Wire Manufacturing Plant
The World's Largest Operating Unit in the Steel Industry
The World's Largest Manufacturers of Plumbing Fixtures
The World's Largest Food Products Company of its Kind
The World's Largest Manufacturer of Safety Equipment
The World's ONLY Manufacturer of Forged Steel Sheets
The World's Largest Manufacturers of Window Glass
The World's Largest Manufacturers of Plate Glass
The World's Largest Manufacturers of Steel Rolls
The World's Largest Manufacturers of Air Brakes
The World's Largest Manufacturers of Aluminum
The World's Largest By-Product Coke Plant
The World's Largest Tin Plate Mill

. . . and boy! . . they're busy!

The Only Master Key to The Master Market
IS 50,000 WATT
WESTINGHOUSE **KDKA** PITTSBURGH
REPRESENTED BY NBC SPOT SALES

LOWDOWN on gridiron announcing was discussed by Buck Shaw, U of Santa Clara coach (at blackboard) and Associated Oil announcers and sales representatives during a conference held Sept. 12-13 in San Francisco [BROADCASTING, Sept. 15]. Participating were (clockwise around table): Ernie Smith, San Francisco; Del Cody, Spokane; Harold R. Deal, Associated advertising and promotion manager (rear); John Carpenter, Portland; Pat Hayes, Spokane; Paul Corbin, Eureka; Al Carpenter, Associated sales, Portland; D. R. Fitzgerald, sales supervisor of Associated, Spokane; Arthur Linkletter, San Francisco; Martin Hill, Associated advertising department, San Francisco; John Burnham, advertising assistant, San Francisco; N. A. McKown, Associated representative, Los Angeles; Larry Lovett, assistant advertising manager, Associated, San Francisco; Mel Venter, commentator, San Francisco; Elton Brown, sales, Associated, Seattle; Norman Taylor, advertising assistant, Associated, San Francisco; Doug Montell, Hal Wolf, Don Thompson, San Francisco; Frank Bull, Los Angeles and Ted Bell, Seattle. Best mike tactics were reviewed.

Schedule of Associated Oil's Games and Stations . . .

THE complete schedule of Tide Water Associated Oil Co. football broadcasts on the Pacific Coast follows [see story, BROADCASTING, Sept. 15]:

SEPT. 20

Loyola-Redlands, KFWB.

SEPT. 21

Gonzaga-College of Idaho, KGA.

SEPT. 27

UCLA-Southern Methodist, KFWB.
Oregon-San Diego Marines, KALE.

SEPT. 28

California-Michigan, KSFO.
Santa Clara-Utah, KQW.
Stanford-University of San Francisco, KQW.
USC-Washington State College, KNX KARM KROY KIRO KVI KFPY KOY KTUC KSUN KGMB KHBC.
Oregon State College-Idaho, KOIN KFJI KIDO KRLC.

SEPT. 29

St. Mary's-Gonzaga, KQW KGA.

OCT. 4

UCLA-Santa Clara, KFWB KQW.

OCT. 5

California-St. Mary's, KPO KOH KGU.
Stanford-Oregon, KFRC KQW KIEM KHSL KVCV KTKC KDON KYOS KMYC KALE KORE KRNR KOOS KFJI KAST KBND.
USC-Oregon State College, KHJ KGB KFXM KPMC KVOE KXO KVEC KDB KGW KOY KTUC KSUN.
Texas Tech-Loyola, KFWB.
Washington-Idaho, KOL KPQ KMO KIT KVOS KXRO KGY KELA KRKO KWLK KGA KIDO KRLC.
Washington State-Montana, KHQ.

OCT. 11

Loyola-Whittier, KFWB.
Oregon State College-Portland U, KALE.

OCT. 12

California - Washington State, KFRC KHQ.
Stanford-Santa Clara, KPO KMJ KOH KGU.
Oregon-Washington, KGW KFJI KMED KOMO.
Idaho-Gonzaga, KFPY KIDO.
UCLA-Texas A&M, KFI KTAR KVOA KYUM KGLU.

OCT. 13

St. Marys-Univ. of San Francisco, KQW.

OCT. 18

San Jose State-Univ. of San Francisco, KQW.

OCT. 19

California-UCLA, KPO KFI KMJ KOH KTAR KVOA KYUM KGLU KGU.
USC-Oregon, KNX KARM KOIN.
Washington-Oregon State—KGW KFJI KMED KOMO KHQ.
Stanford-Washington State, KSFO KROY KIRO KVI KFPY.
Idaho-Boston College, KIDO KRLC.

OCT. 20

Loyola-St. Mary's, KFWB KQW.
Portland U-Gonzaga, KALE KGA.

OCT. 25

Loyola-College of Pacific, KFWB.

OCT. 26

Stanford-USC, KHJ KGB KFXM KPMC KVOE KXO KVEC KDB KFRC KQW KIEM KHSL KVCV KTKC KDON KYOS KMYC KOY KTUC KSUN KGMB KHBC.
Santa Clara-Michigan State, KQW.
St. Mary's-Fordham, KQW.
UCLA-Oregon State, KNX KOIN.
Washington-California, KSFO KARM KROY KIRO KVI.
Oregon-Washington State, KALE KORE KRNR KOOS KFJI KAST KBND KOL KPQ KMO KIT KVOS KXRO KGY KELA KRKO KWLK KGA.
Idaho-Utah State, KIDO KRLC.
Montana-Gonzaga, KFPY.

OCT. 27

U of San Francisco-Creighton, KQW.

NOV. 1

Loyola-San Jose State, KFWB KQW.

NOV. 2

California-Oregon State, KHJ KGB KFXM KPMC KVOE KXO KVEC KDB KFRC KQW KIEM KHSL KVCV KTKC KDON KYOS KMYC KALE KORE KRNR KOOS KFJI KAST KBND KOL KPQ KMO KIT KVOS KXRO KGY KELA KRKO KWLK KGMB KHBC.
UCLA-Stanford, KNX KSFO KARM KROY KOY KTUC KSUN.
Oregon-Montana, KOIN.
Idaho-Washington State, KIRO KVI KFPY KIDO.
Gonzaga-Willamette, KALE KGA.

NOV. 3

Santa Clara-Univ. of San Francisco, KQW.
Portland U-St. Mary's, KALE.

NOV. 8

Loyola-Hardin-Simmons, KFWB.

NOV. 9

Stanford-Washington, KPO KOH KIRO.
USC-California, KNX KSFO KARM KROY KOY KTUC KSUN KGMB KHBC.
Oregon-UCLA, KFI KMJ KGW KFJI KMED KOMO.
Oregon State-Washington State, KOIN KVI KFPY.
Montana-Idaho, KIDO KRLC.
Gonzaga-Arizona State, KGA.

NOV. 10

St. Mary's-Duquesne, KQW.

NOV. 15

Loyola-Arizona, KFWB.

NOV. 16

California-Oregon, KPO KOH KGW.
Stanford-Oregon State, KFRC KQW KIEM KHSL KVCV KTKC KDON KYOS KMYC KALE KORE KRNR KOOS KFJI KAST KBND KOL KPQ KMO KIT KVOS KXRO KGY KELA KRKO KWLK.
UCLA-Washington State, KHJ KGB KDB KFXM KPMC KVOE KXO KVEC KGA.
Idaho-Nevada, KIDO KRLC.
Gonzaga-Detroit, KHQ.

NOV. 17

St. Mary's-Santa Clara, KQW KFWB KGMB KHBC.

NOV. 21

Idaho-Utah, KIDO KRLC.

NOV. 23

Univ. of San Francisco-Hardin-Simmons, KQW.
UCLA-Washington, KHJ KGB KDB KFXM KPMC KVOE KXO KVEC KFRC KIEM KHSL KVCV KTKC KDON KYOS KMYC KSIM KORE KRNR KOOS KFJI KOL KPQ KMO KIT KVOS KXRO KGY KELA KRKO KWLK KOY KTUC KSUN KGMB KHBC.
Gonzaga-Washington State, KGA.
Montana-Portland U, KALE.

NOV. 24

Loyola-Santa Clara, KFWB KQW.

NOV. 30

California-Stanford, KSFO KNX KARM KROY KOIN KIRO KVI KFPY KGMB KHBC.
USC-UCLA, KHJ KGB KFXM KPMC KVOE KXO KVEC KDB KFRC KIEM KHSL KVCV KTKC KDON KYOS KMYC KOY KTUC KSUN.
Santa Clara-Oklahoma, KQW.
Washington - Washington State, KOL KPQ KMO KIT KVOS KXRO KGY KELA KRKO KWIK KGA.
Oregon-Oregon State, KALE KORE KRNR KOOS KFJI KAST KBND.

DEC. 1

Loyola-Univ. of San Francisco, KQW KFWB.

DEC. 7

Texas Tech-Univ. of San Francisco, KQW.
USC-Notre Dame, KFI KPO KMJ KOH KGW KMED KOMO KHQ KTAR KVOA KYUM KGLU KGU.

DEC. 28

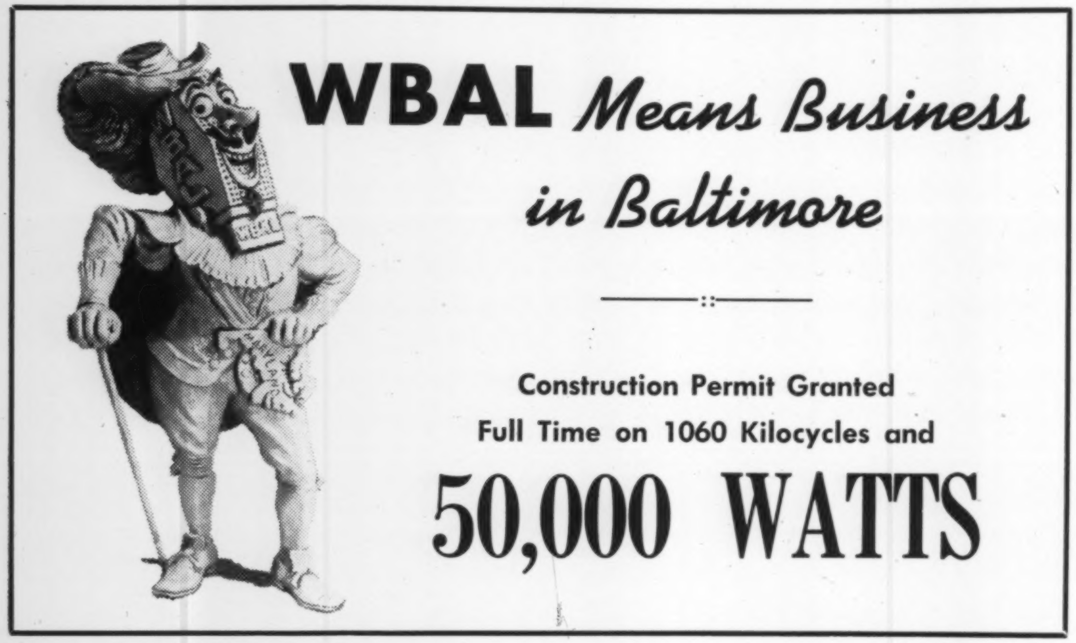
California-Georgia Tech (tentative).

JAN. 1, 1941

East-West Shrine Game at San Francisco.

Whiskey Stuff

WHISKEY kept four announcers of WINS, New York, from work Sept. 20. The men were not drinking but making a slide film at Reeves Sound Studio, New York, to advertise Calvert's Whiskey. David Stone, Ted Webbe, Bill Harding and Jack Negley were the four.


WBAL *Means Business in Baltimore*

Construction Permit Granted
Full Time on 1060 Kilocycles and
50,000 WATTS

DON LEE REPAIRS HALT TELEVISION

DON LEE Broadcasting System, Los Angeles, on Sept. 13 discontinued its nightly telecasts on W6XAO for a 90-day period while work is being completed on its new transmitter atop Mt. Lee, overlooking Hollywood. The work is to be completed about Jan. 1.

With resumption of telecasting W6XAO will launch a drive for closer motion picture studio cooperation. According to Thomas S. Lee, owner of W6XAO and president of the Don Lee System, the new television structure will represent an investment of more than $100,000. The two-story and mezzanine building, 100 x 100 feet, will include a stage 60 x 100, and one 25 x 45. For aquatic scenes, a swimming pool 25 x 50 has been planned. Two new orthocon cameras will be added.

The superstructure of the new building has been completed. Paved road has been installed from Hollywood to Mt. Lee, over a private right of way. When completed, the Don Lee building will be topped by an airplane beacon, necessary because the studios, close to the Los Angeles Union Air Terminal, will have two television antennas reaching 150 feet above the 1,700 foot mountain.

More Roma News

ROMA WINE Co., of Fresno, Cal., and New York, on Oct. 2 will start a five-minute news period five times a week on WOR, Newark, using the 10:15-10:20 spot, Tuesday through Saturday. This is the fifth station in the New York metropolitan area to be used by Roma, which is already sponsoring a quarter-hour news period on WHOM, Jersey City, Monday through Saturday at 9 p.m.; two similar 15-minute news periods on WOV, New York, Monday through Saturday at 8 a.m. and 8 p. m.; 60 spot announcements weekly on WMCA, New York; 68 announcements a week on WAAT, Jersey City. Account is handled by Bermingham, Castleman & Pierce, New York.

WBIG Tobacco Spots

OPENING of the sales season Sept. 24 found seven tobacco marketing areas under contract with WBIG, Greensboro, N. C., in cooperative promotion of the cigarette leaf for which the area is noted. Warehousemen increased their use of WBIG time this season. Announcements, programs and tobacco news are heard several times a day, cooperatively sponsored groups in the Reidsville, Madison, Burlington, Durham, Danville, South Boston and Martinsville markets.

SCRIPT LIBRARY, a division of Radio Events, New York, has issued to its 560 station subscribers a "fall letter" describing its 1940-41 schedule of programs. Two hour Christmas shows are available and the hour programs *Your Variety Show* and *Your Minstrel Show*. Among the half-hour shows offered are *Voodoo*, *Silver Mist*, three series titled *Supernaturally Speaking*, *Future Formulas* and *Nick Silvo, Newspaperman*, numerous quarter-hour series, and entertainment spots titled *Payoffs* and *Slanguage*.

PAPPY CHESHIRE, veteran hillbilly of KMOX, St. Louis, is in Hollywood for three weeks to play a feature role in the Republic picture "Barnyard Follies."

PHILCO GRID VIDEO
Penn Games to Be Telecast By Atlantic Refining

FIRST complete schedule of televised football games will be broadcast this autumn by Philco Radio & Television Corp., in cooperation with Atlantic Refining Co., U of Pennsylvania and N. W. Ayer & Son. Philco will use its W3XE to broadcast from platforms suspended from the balcony of Franklin Field, with 10 engineers in charge.

Descriptions of games will be picked up from the Atlantic Refining broadcasts announced by Bill Slater. Special telecast programming will be handled by N. W. Ayer & Son, the Atlantic agency. Commercials and special announcements will be synchronized with periods during which there is no play. Experiments in program technique are planned, including dramatization of Atlantic's advertising messages and pictures of Atlantic displays. Opening game is scheduled for Oct. 5, Penn vs. Maryland.

Television images and sound will be sent by coaxial cable to W3XP, atop Convention Hall, Philadelphia, and 235 feet from the ground, then relayed by ultra-shortwave to W3XE at C and Tioga Streets. W3XE will operate on Channel No. 3 with 10 kw. power. Images will be 525 lines.

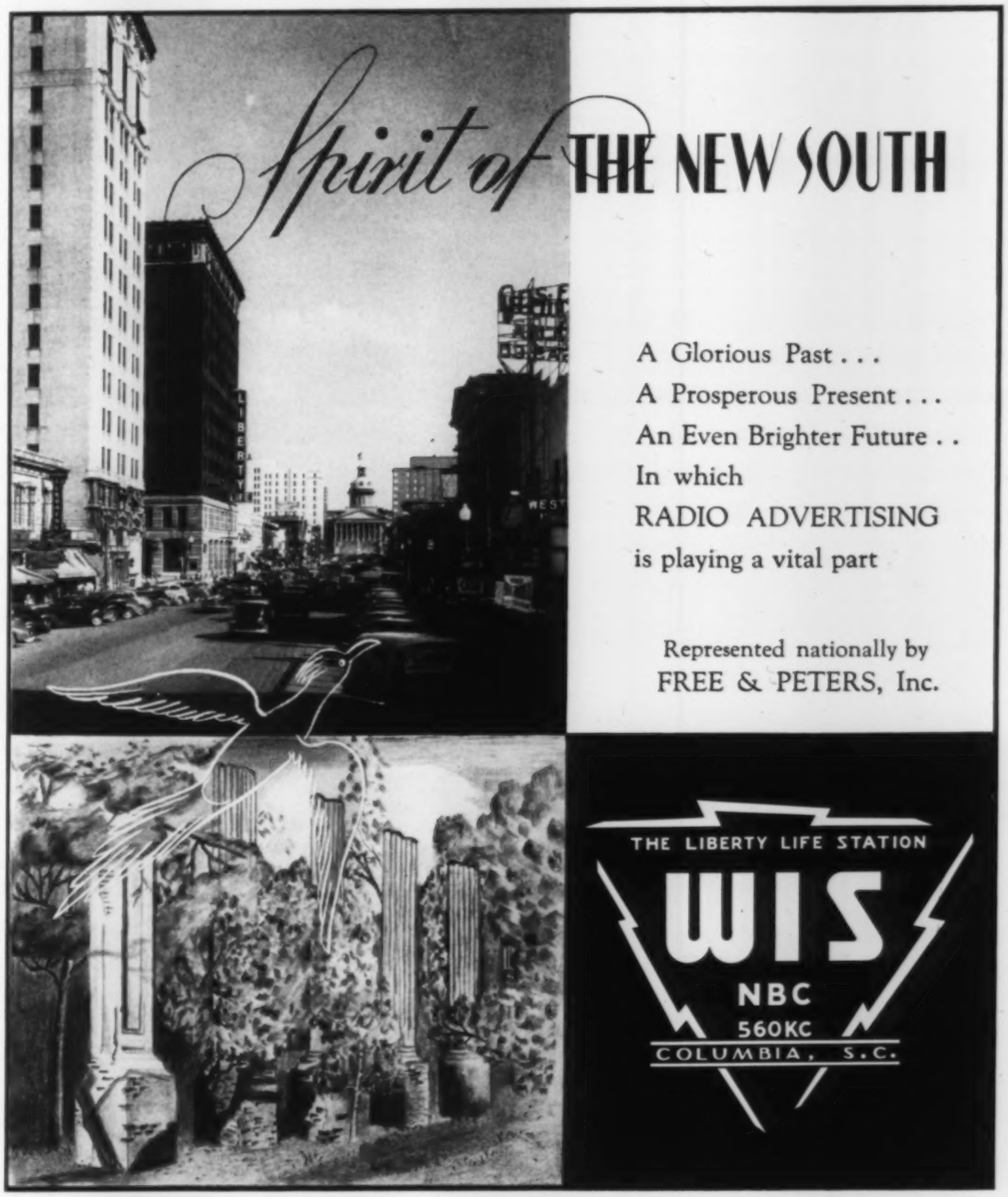
WOR Gets Television

THE FCC on Sept. 18 affirmed its June 18 tentative grant of a construction permit to Bamberger Broadcasting Service licensee of WOR, Newark, for a new television station in New York City to use Channel No. 6 (96-102 mc.) with 1,000 watts aural and visual power. The Commission stated that the grant was made final upon showing that, in fostering television development, the applicant will test vertical and horizontal antenna systems, experiment with FM sound carrier, and make comparisons of pictures using from 441 to 729 lines and 15 to 30 frames. A minimum of $100,000 has been made available for this proposed program of experimentation, the WOR application stated.

Electronic Video Color Is Favored by Du Mont

A PURELY electronic colored television is being developed by engineers of Allen B. Du Mont Labs., Passaic, N. J., Mr. Du Mont announces in commenting on recent demonstrations by a leading broadcaster (CBS). Emphasizing that color is a natural step forward, he says the principles and techniques have long been available to television workers. Many demonstrations, he adds, have used mechanical filtering at the pickup and a color wheel at the receiver.

Mechanical means are too complicated, he believes, and engineers are developing a special screen for automatic selection and rendition of elementary colored images in proper sequence. For the time being, Mr. Du Mont believes, the industry should concentrate on commercialization of black-and-white television, developing satisfactory standards for mass-produced receivers that will not be obsolesced overnight.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOAI, San Antonio

Beechnut Packing Co., Canajoharie, N. Y. (gum), 28 *ta*, thru Newell-Emmett, N. Y.

Gulf Brewing Co., Houston. 3 *sp* weekly, thru Rogers, Gano Adv. Agency, Houston.

David Hat Co., Dallas, 2 *sa* weekly, thru Grant Adv. Agency, Dallas.

Ford Motor Co., Detroit, *sa* series, thru McCann-Erickson, Detroit.

American Chicle Co., New York (Dentyne gum), 6 *sp* weekly, thru Badger & Browning & Hersey, N. Y.

Studebaker Corp.. South Bend, Ind., 3 *t* weekly, thru Roche, Williams & Cunnyngham, Chicago.

Vick Chemical Co., New York (proprietary), 3 *sp* weekly, thru Morse International, N. Y.

Mahdeen Co., Nacogdoches, Tex. (hair tonic), weekly *sp*, thru Grant Adv. Agency, Dallas.

Chattanooga Medicine Co., Chattanooga (Black Draught), 3 *sp* weekly, thru Nelson Chesman Co., Chattanooga.

KDKA, Pittsburgh

Charles B. Knox Gelatine Co., Johnstown, N. Y., 26 *sa*, thru Kenyon & Eckhart, N. Y.

International Salt Co., Scranton, 78 *sa*, thru J. M. Mathes, N. Y.

W. H. Johnson Candy Co., Chicago (Powerhouse candy bar), 6 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.

Chicago Mail Order Co., Chicago, 3 *sp* weekly, thru Buchanan & Co., Chicago.

Williamson Candy Co., Chicago (O Henry), 5 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.

Fort Pitt Bedding Co., Pittsburgh, weekly *sp*, direct.

KGKO, Fort Worth-Dallas

T. W. Burleson & Son, Waxahachie, Tex. (honey), 9 *sa* weekly, thru Rogers & Smith Adv. Agency, Dallas.

Great Western Garment Co., Wichita Falls (work clothes), 3 *sa* weekly, thru Tracy-Locke-Dawson, Dallas.

Ford Motor Co., Detroit (autos), 10 *sa* weekly, thru McCann-Erickson, Detroit.

Campbell Cereal Co., Northfield, Minn. (Malt O-Meal), 5 *sa* weekly, thru H. W. Kastor & Sons, Chicago.

WMCA, New York

Warren-Norge Co., New York (electrical appliances), 60 *sa* weekly, 52 weeks, thru Norworth Adv. Agency, N. Y.

Buick Motor Division, Flint, Mich. (autos), 26 *sa* weekly, 4 weeks, thru Arthur Kudner, N. Y.

National Motor Rebuilding Corp., New York, 20 *sa* weekly, thru Sternfield-Godley, N. Y.

KMPC, Beverly Hills

Knudsen Creamery Co., Los Angeles (creamery products), 6 *sa* weekly, thru Heintz, Pickering & Co., Los Angeles.

White Labs., New York (Chooz-laxative), 5 *ta* weekly, thru H. W. Kastor & Sons, Chicago.

KECA, Los Angeles

Chevrolet Motor Co., Detroit, 33 *sa*, thru Campbell-Ewald Co., Detroit.

KYW, Philadelphia

D. L. Clark Co., Pittsburgh (candy), 3 *ta* weekly, thru Albert P. Hill Co., Pittsburgh.

Breyer Ice Cream Co., Philadelphia (ice cream), 42 *sa* weekly, thru McKee & Albright, Philadelphia.

Gaby Co., Philadelphia (cosmetics), 3 *sa* weekly, thru Harry Feigenbaum, Philadelphia.

Philadelphia & Reading Coal & Iron Co., Philadelphia, 3 *sa* weekly, thru McKee & Albright, Philadelphia.

Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 8 *ta* weekly, thru Joseph Katz Co., Baltimore.

Vick Chemical Co., New York (Vapo-Rub), 6 *sa* weekly, thru Morse International, N. Y.

KQW, San Jose, Cal.

Compagnie Parisienne, San Antonio, Tex. (Rhodius perfumes), 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.

Electric Appliance Society of Northern California, San Francisco, *sp* weekly, thru Jean Scott Frickelton Adv., San Francisco.

Continental Baking Co., San Francisco (Wonder Bread), 17 *ta* weekly, thru Benton & Bowles, N. Y.

Roman Meal Co., Seattle (Roman Meal), weekly *sa*, thru Milne & Co., Seattle.

United Mushroom Co., Chicago (Mushroom Culture), 6 *sa* weekly, thru Frank R. Steele Assoc., Chicago.

KHJ, Los Angeles

Armand Co., Chicago (face powder), 5 *sp* weekly, thru Russell M. Seeds Co., Chicago.

Stayner Corp., Berkeley (Minra), 105 *sa*, thru Erwin Wasey & Co., San Francisco.

WOR, Newark

Noxzema Chemical Co., Baltimore, weekly *sp*, thru Ruthrauff & Ryan, N. Y.

Charles Gulden Co., New York (mustard), 2 *t* weekly, thru Chas. W. Hoyt Co., N. Y.

KARM, Fresno, Cal.

Roman Meal Co., Seattle, weekly *sa*, thru Milne Co., Seattle.

Beechnut Packing Co., Canajoharie, N. Y. (gum), 10 *sa* weekly, thru Newell-Emmett Co. N. Y.

KHQ, Spokane

Great Western Fuel Co., Spokane, 5 *ta* weekly, thru Karlowski Agency, Spokane.

KPO, San Francisco

Foreman & Clark, Los Angeles (clothing chain), 3 *sp* weekly, thru Martin Allen, Los Angeles.

General Motors Corp., Detroit (Buick), *sa* series, thru Arthur Kudner Inc., N. Y.

Knox Gelatine Co., Johnstown, N. Y., 2 *sa* weekly, thru Kenyon & Eckhardt, N. Y.

Purex Corp., South Gate, Cal. (bleach), 2 *sa* weekly, thru Lord & Thomas, Los Angeles.

Progressive Optical System, San Francisco, chain) 4 *sa* weekly, thru W. L. Gleeson Agency, Riverside, Cal.

Friday Magazine, New York, 4 *sa* weekly, thru H. C. Morris & Co., N. Y.

Panama Pacific Lines, San Francisco (steamer), 5 *sa* weekly, thru J. Walter Thompson Co., San Francisco.

CKCL, Toronto

Dodds Medicine Co., Toronto, 5 *ta* weekly, thru A. J. Denne & Co., Toronto.

Dr. Bell Wonder Medicine Co., Kingston, Ont., 3 *t* weekly, thru Dominion Broadcasting Co., Toronto.

Ex-Lax Ltd., Montreal, 6 *ta* weekly, thru Cockfield-Brown & Co., Montreal.

Kik Co., Montreal (soft drinks), 18 *ta* weekly, thru Broadcasting Co., Montreal.

G. T. Fulford Co., Toronto (proprietary), 3 *ta* weekly, thru Street & Finney, N. Y.

W. K. Buckley Ltd., Toronto, weekly *sp*, thru Richardson-Macdonald Adv. Service, Toronto.

WVFW, Brooklyn

Wm. Wrigley Jr. Co., Chicago (gum), 28 *ta* weekly, 52 weeks, thru Vanderbie & Rubens, Chicago.

Air Conditioning Training Corp., Youngstown, *t* series, thru National Classified Adv. Agency, Youngstown.

KNX, Los Angeles

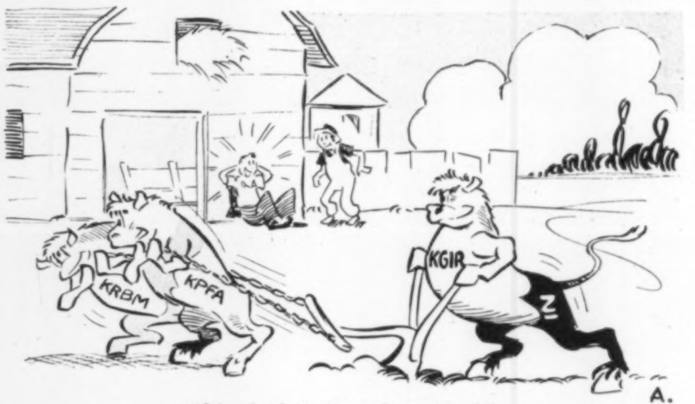
Chrysler Corp., Plymouth Division, Detroit, 12 *sa*, 4 *sa*, thru J. Sterling Getchell Inc., Detroit.

Ludens Inc., Reading, Pa. (Menthol cough drops), 6 *sa* weekly, through J. M. Mathes Inc., N. Y.

WJHL, Johnson City, Tenn.

Fall City Brewing Co., Louisville, 2 *ta* daily, direct.

B. C. Remedy Co., Durham, N. C. (proprietary), daily *sa* thru Harvey-Massengale, Atlanta.



"It's the best team I ever had."

More people for less money in Montana. Montana Broadcasters, Box 1956, Butte, Mont.
Pd. Adv.

WHN, New York

Chevrolet Motor Co., Detroit, daily *sa*, 11 days, thru Campbell-Ewald Co. of Detroit.

Justrite Co., Milwaukee (bird seed), daily *sa*, 13 weeks, thru Richard A. Foley Adv. Agency, Philadelphia.

American Fruit Growers, Pittsburgh (Blue Goose), daily *sa*, 13 weeks, thru Walker & Downing, Pittsburgh.

Eastern Wine Corp., New York (Chateau Martin wines), 60 *sa* weekly, 52 weeks, thru H. C. Morris & Co., N. Y.

American Jewish Broadcasting Co., New York (participating sponsors), weekly *sp*, 52 weeks, thru A. B. Landau Co., N. Y.

Julius Grossman Shoe Corp., New York, 48 *sa* weekly, 48 weeks, thru Sterling Adv. Agency, N. Y.

Friday Magazine, New York, 10 *sa* weekly, thru H. C. Morris & Co., N. Y.

Local Loan Co., Chicago, 6 *sp* weekly, thru George Hartman Co., Chicago.

Jests Inc., Brooklyn (proprietary), daily *sa*, 12 weeks, thru Joseph Katz Co., N. Y.

Thos. Leeming & Co., New York (Baume Bengue), daily *sa*, 26 weeks, thru Wm. Esty & Co., N. Y.

WFAA-WBAP, Dallas-Fort Worth

Campbell Cereal Co., Northfield, Minn. (corn flakes), 5 *sa* weekly, thru Campbell-Mithun, Minneapolis.

Chicago Mail Order Co., Chicago, 3 *t* weekly, thru Buchanan & Co., N. Y.

Northwestern Yeast Co., Chicago (Maca yeast), 3 *t* weekly, thru Hays MacFarland & Co., Chicago.

Sweets Co. of America, New York (Tootsie Rolls), 10 *ta*, weekly, thru Biow Co., N. Y.

General Mills, Minneapolis (Wheaties), 5 *t* weekly, thru Knox Reeves Adv., Minneapolis.

Potter Drug & Chemical Co., New York (Cuticura soap), 12 *ta* weekly, thru Atherton & Currier, N. Y.

Wm. Cameron & Company, Waco, Tex. (lumber), 3 *ta* weekly, thru Tracy-Locke-Dawson, Dallas.

KSFO, San Francisco

Blue Ribbon Books, Seattle, 6 *sa* weekly, thru Northwest Radio Adv. Agency, Seattle.

Cluett, Peabody & Co., New York (Sanforized process), 6 *sp* weekly, thru Byron G. Moon Co., N. Y.

Columbia Record Corp., New York, 18 *ta* weekly, direct.

Compagnie Parisienne, San Antonio (perfume), 6 *sa* weekly, thru Northwest Radio Adv. Agency, Seattle.

Crown Products, San Francisco (sparkling water), 5 *sa* weekly, direct.

General Motors Sales Corp. Detroit (Chevrolet), 41 *sa*, thru Campbell-Ewald Co., Detroit.

KTHS, Hot Springs, Ark.

National Biscuit Co., New York, 36 *sp* weekly, thru McCann-Erickson, N. Y.

Vick Chemical Co., New York (proprietary), 5 *sp* weekly, 6 *sa* weekly, thru Morse International, N. Y.

Pinex Co., Fort Wayne, Ind. (proprietary), 12 *sa* weekly, thru Russell M. Seeds Co., Chicago.

Peter Paul Inc., Naugatuck, Conn. (candy), 6 *sp* weekly, thru Platt-Forbes, N. Y.

Johnson & Johnson, New Brunswick, N. J. (Tek), 26 *sa*, thru Ferry-Hanly Co., N. Y.

KMMJ, Grand Island, Neb.

Crazy Water Mineral Wells, Tex. (proprietary), 6 *t* weekly, thru Benson & Dall, Chicago.

Harris Coal Co., Denver, 6 *sp* weekly, thru Bob Betts, Denver.

Omar Mills, Omaha, daily *sa*, thru Lyle T. Johnson Co., Chicago.

Si-Noze Labs., Chicago (proprietary), 2 *sa* daily, thru Neal Adv. Agency, Chicago.

WEW, St. Louis

Compagnie Parisienne, San Antonio (perfume), 6 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.

Pacquin Inc., New York (cosmetics), 48 *sa*, thru Wm. Esty & Co., N. Y.

Hyde Park Breweries, St. Louis, 2 *sp*, thru Ruthrauff & Ryan, St. Louis.

Radio Advertisers

NEW YORK TELEPHONE Co., through BBDO, New York, and Philadelphia Dairy Products Co., Philadelphia (Dolly Madison Ice Cream), through Scheck Adv. Agency, Newark, are each participating in the five weekly broadcasts of Bessie Beatty on WOR, Newark, from 11:15 to noon, Monday through Friday. Miss Beatty was chosen by WOR to succeed Martha Deane [BROADCASTING, Sept. 15] and started her new series on Sept. 23.

RED-EE FOODS Inc., Los Angeles (Cinch Cake Mix), new to radio, on Sept. 25 started for five weeks sponsoring thrice-weekly participations in *Agnes Ehite's California Kitchen* on KFI, that city. The firm between Sept. 23 and Oct. 25 will sponsor 25 participations on *Eddie Albright's* program on KHJ, Los Angeles. On Oct. 1, for four weeks on KFI the firm will shift to twice-weekly participation in the *Bridge Club* and also will use three announcements a week in *Art Baker's Notebook* on that station during the same period. For four weeks, ending Dec. 13, thrice-weekly participations will be used in *Mirandy's Garden Patch* on KFI. Tied in with store demonstrations, a series of participations for the fall campaign will be sponsored on KIEV, Glendale; KMPC, Hollywood, and KFWB, Los Angeles. Elwood J. Robinson Adv. Agency, Los Angeles, has the account.

BASIC FOODS Inc., Somerset, Pa. (health bread), a consistent user of radio, on Oct. 14 starts sponsoring a five-weekly quarter-hour program titled *Facts About Life*, on KNX, Los Angeles. Contract is for 52 weeks, and Dr. Curtis H. Springer is to be featured as commentator. Agency is Elucidator Publications, Hollywood.

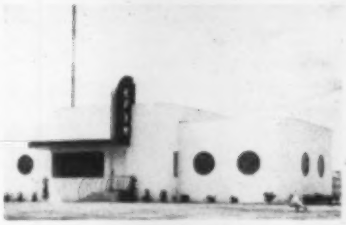
KYW, Philadelphia, starting Sept. 16, takes over the *Alice Blair* transcription serial, which had been carried by WCAU locally. Sponsored by Stanco, Inc., Standard Oil Co., of New York, it will be carried Monday thru Friday, 9:45-10 a.m. Agency is McCann-Erickson, New York.

ALL-SAINTS-BY-THE-SEA Episcopal Church, Santa Barbara, Cal. (religious), on Sept. 8 started for 13 weeks, *All-Saints-By-the-Sea*, on 2 Southern California Don Lee stations (KDB KHJ), Sunday, 11 a.m.-12 noon (PST). Agency is John Pettus Adv., Santa Barbara.

JEFFERSON STANDARD Life Insurance Co., Greensboro, N. C., is sponsoring football comments Wednesday evenings by Wiley Sholar, who starts his fifth season on WBIG.

No outside station serves Georgia's second largest metropolitan market. We *sell* it . . . at the lowest per person cost of any medium.

WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.



NEW HOME of KFXM, San Bernardino, Cal., erected in the modern motif on a four-acre site, houses the latest technical advances in radio, and includes a new high-fidelity transmitter.

CARSON, PIRIE SCOTT & Co., Chicago (department store), on Sept. 23 started *The Wishing Well*, five-weekly quarter-hour series on WGN, Chicago, featuring Mary Paxton, who recently joined the Chicago outlet from WLW, Cincinnati. The 52-week series will highlight fashions and other information of interest to women. Merchandise gifts from the store will be awarded to writers of the best letters expressing their "wishes". The shows will be heard from 8:45-9 a.m. Stack-Goble Adv., Chicago, is agency.

PARAGON HAT Co., Chicago (men's hats), on Sept. 19 started a 13-week test campaign of twice-weekly spot announcements on WMAQ, Chicago. If successful, more stations will be selected for schedule. Martin A. Pokrass Adv. Agency, Chicago, handles the account.

HILLS BROS. Co., New York (Date Nut Bread, Gingerbread Mix), through Sherman K. Ellis & Co., that city, on Sept. 23 starts for 13 weeks, participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood.

EL DORADO BREWING Co., Stockton, Cal., recently contracted for two announcements nightly on the transcribed rebroadcast of *The World Today*, European news roundup, on KSFO, San Francisco, 10-10:15 p.m. (PST). Account placed through Sidney Garfinkel Agency, San Francisco.

JUSTER BROTHERS clothing store, Minneapolis-St. Paul, is sponsoring a local program on WCCO at 10:15 p.m. each Sunday. P. B. Juster, former president of Retail Clothiers Assn. of America, comments on styles for men.

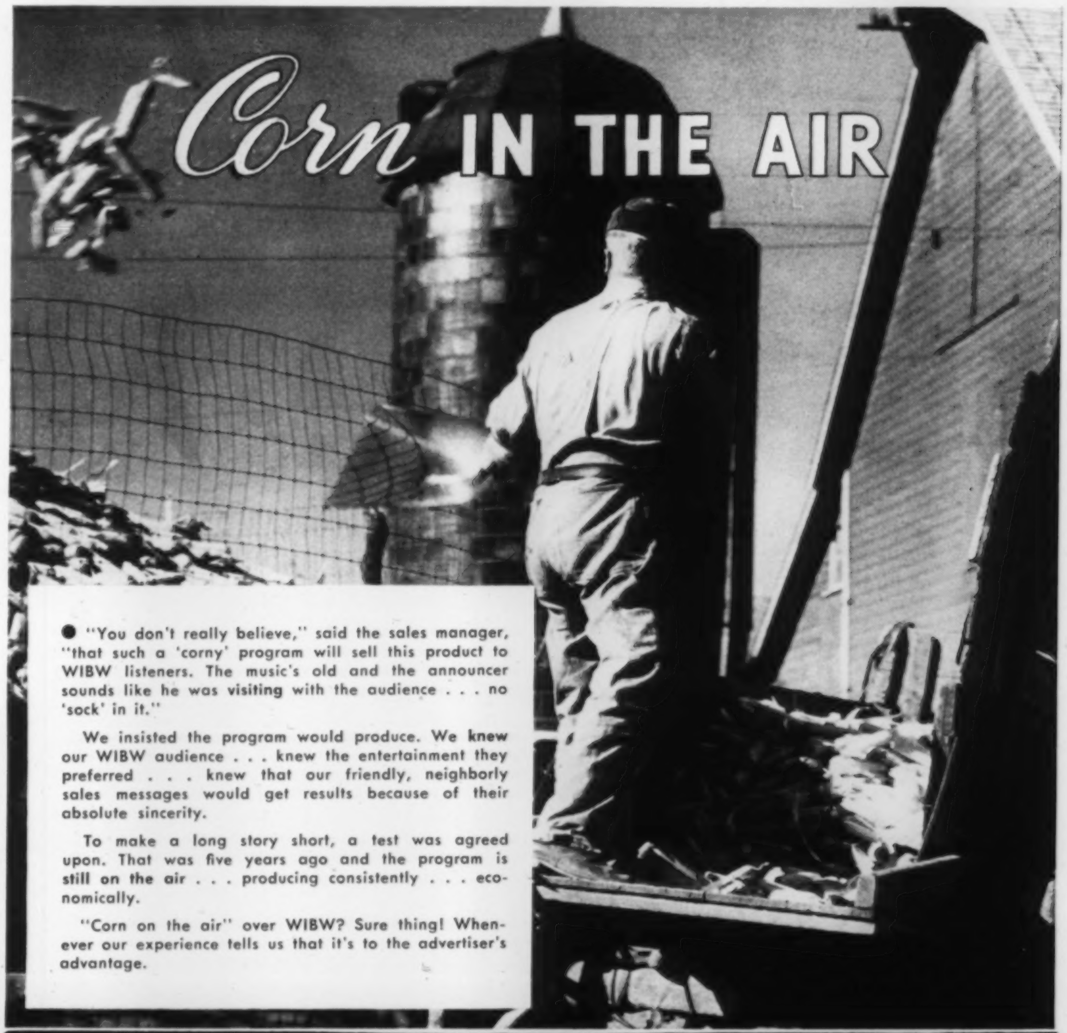
WHEELER CATERING Co., Indianapolis restaurant chain, has renewed its WIBC series featuring Dick Stone, food commentator.

LION OIL Co., El Dorado, Ark., is sponsoring Vanderbilt football games on WSM, Nashville, its first radio venture. Jack Harris is handling play-by-play, with Ottis Devine announcing commercials. Lion has expanded from Arkansas into Mississippi, Tennessee and Kentucky.

F & M SCHAEFER BREWING Co., New York, renewed the *Schaefer Revue* for 52 weeks, effective Sept. 24 on WEAF, Nw York, at which time the program shifts to Tuesdays, 7:30-8 p.m. from its present Thursday period. BBDO, New York, is the agency.

LOMA LINDA FOOD Co., Arlington, Cal. (Ruskets), through Lisle Sheldon Adv., Los Angeles, is sponsoring thrice-weekly participation in *Sunrise Salute* on KNX, Hollywood, under a 52-week contract which started Sept. 2. Firm is also using thrice-weekly participation in *Morning Hostess* on KFRC, San Francisco, and daily announcements on KQW, San Jose, Cal.

NESTLES MILK Products (Canada) Ltd., Toronto, has started a transcribed spot announcement campaign five times weekly on 24 Canadian stations. A weekly half-hour French quiz show has also been started on CKAC, Montreal. Account was placed by Cockfield Brown & Co., Toronto.



● "You don't really believe," said the sales manager, "that such a 'corny' program will sell this product to WIBW listeners. The music's old and the announcer sounds like he was visiting with the audience . . . no 'sock' in it."

We insisted the program would produce. We knew our WIBW audience . . . knew the entertainment they preferred . . . knew that our friendly, neighborly sales messages would get results because of their absolute sincerity.

To make a long story short, a test was agreed upon. That was five years ago and the program is still on the air . . . producing consistently . . . economically.

"Corn on the air" over WIBW? Sure thing! Whenever our experience tells us that it's to the advertiser's advantage.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

CATELLI FOOD PRODUCTS, Montreal (macaroni) started on Sept. 16, a thrice-weekly dramatized transcribed spot announcement campaign on station in Ontario, British Columbia, New Brunswick, Nova Scotia and Prince Edward Island. Account was placed by E. W. Reynolds & Co., Toronto.

WESTERN CANADA Flour Mills Co., Toronto, (Pioneer feeds) has started six weekly transcribed dramatized spot announcements on CFNB, Fredericton, N. B., and CFCY, Charlottetown, P.E.I. Account was placed by A. McKim Ltd., Toronto.

VI-TONE SALES Ltd., Hamilton, Ont., (health drink) on Sept 30 started a participating program campaign thrice weekly on 15 Canadian stations. Account was placed by E. W. Reynolds & Co., Toronto.

NELSON Bros., Chicago (storage & furniture chain), consistant user of local radio, on Oct. 1 started sponsorship of the 7:30-7:55 a.m. portion of the daily *WBBM Musical Clock*, featuring Halloween Martin. A WBBM client since 1933, the company is also currently sponsoring *Man on the Street*, featuring John Harrington, and *Rhythm Off the Record*, a transcribed show. Contracts are for 52 weeks. Morton Adv. Agency, Chicago, handles the account.

GOLDEN STATE Department Stores, Los Angeles, out of radio for approximately one year, has started using 24 spot announcements and two half-hour live talent programs weekly on KFVD, and eight announcements each week on KFWB and KFAC, respectively. Firm in late September starts sponsoring a daily quarter-hour news program on the latter station and will also expand radio activities to include other Southern California station, having allotted more than $800 per month for radio advertising. Agency is the Mayers Co., Los Angeles.

LUMINOUS NOVELTY Co., North East, Pa. (Twinkle Twinks), said to be using radio, is placing advertising direct.

Vitamin Defense

BROADCASTERS may expect suggestions from local consumer organizations for creation of radio market news services (unless they already have them) by virtue of a call made Sept. 23 by Miss Harriet Elliott, consumer commisioner on the National Defense Advisory Commission. In a special issue of *Consumers' Guide*, publication of the Consumers' Counsel Division of the Dept. of Agriculture, Miss Elliott sounded an eight-point call for concerted action to make America strong by wiping out undernourishment and malnutrition. Her first point on how groups and individuals can work to insure better diets for everyone was: "Get a municipal radio market news service started so household buyers will know what foods are good buys and cheap each day."

Pepsodent Back

PEPSODENT Co., on Sept. 24 resumed *The Pepsodent Show Starring Bob Hope* on 66 NBC-Red stations, Tuesdays, 10-10:30 p.m. (EST). Program will retain format used last year, with Hope as m.c., Jerry Colonna, Elvia Allman, Blanche Stewart, Skinnay Ennis and his orchestra and the Six Hits and a Miss. Bill Goodwin is announcer. Guest soloists are being used. Tom McAvity produces for Lord & Thomas.

COLUMBIA'S EXCLUSIVE FULL TIME OUTLET FOR WESTERN MICHIGAN!

WKZO
KALAMAZOO
1000 WATTS . . . 590 KILOCYCLES

KALAMAZOO
GRAND RAPIDS

SERVING 708,596 PEOPLE IN THIS AREA
176,350 RADIO FAMILIES
FULL TIME OPERATION—18 HOURS DAILY
SERVING MICHIGAN'S SECOND LARGEST MARKET
THE KALAMAZOO AND GRAND RAPIDS AREA

Representative HOWARD H. WILSON New York • Chicago • Kansas City • San Francisco
JOHN E. FETZER President and General Manager

NETWORK POLICIES and casting problems were discussed when this group of executives met recently in Hollywood to plan the initial broadcast of *Everyman's Theatre*, which starts Oct. 4 under sponsorship of Procter & Gamble Co. (Oxydol), on 55 NBC-Red stations, Fridays, 9:30-10 p.m. (EST). They are (l to r) James Park, executive of General Amusement Corp.; Arch Oboler, who will write and direct the weekly program; John Swallow, NBC western division program director, and L. D. Milligan, radio executive of Blackett-Sample-Hummert, Chicago agency.

KFRC Salesmen Land $200,000 Within a Day

SALES department of KFRC, San Francisco Don Lee headquarters, topped all previous records, when, in one day last month it turned in contracts for more than $200,000 worth of business.

Langendorf United Bakeries, San Francisco, contracted for two shows for release on the Pacific Coast Don Lee Network, commencing Sept. 30, to run 52 weeks. John B. Hughes, news commentator, will present five quarter-hour news programs weekly from San Francisco. The other program under the same sponsorship, is *Shafter Parker*, dramatic strip, to originate from KHJ, Los Angeles, Monday through Friday, 5:30 p.m. (PST), placed through Leon Livingston Advertising, San Francisco.

D. Ghirardelli Chocolate Co., on Sept. 29 started sponsorship of the Mutual network syndicated program *Show of the Week*, Sundays, 3:30-4 p.m. (PST), for 39 weeks. The contract calls for sponsorship on KFRC, San Francisco; KHJ, Los Angeles; KGB, San Diego; KOL, Seattle; KALE, Portland, Ore.; KMO, Tacoma, Wash. Account was placed through Erwin, Wasey & Co., San Francisco.

HECKER PRODUCTS Corp., New York, on or about Oct. 15 is moving the advertising department of its shoe polish division to Indianapolis, out of which offices a large part of the company's business for all its products is transacted.

The Pioneer Voice of Kansas
KFBI
WICHITA
5000 WATTS 1050 Kc.
Herb Hollister
Vice-Pres. and Gen. Mgr.

Yankee Signs Contracts For $700,000 During Early September Weeks

TOPPED by a $250,000 contract for twice-daily newscasts sponsored by Socony-Vacuum Oil Co. [BROADCASTING, Sept. 15], the Yankee Network, through its president, John Shepard 3d, announces that since Sept. 1 it has signed contracts totaling more than $700,000. Most of the business is new, said Mr. Shepard, but included are second, third and even eight-year renewals.

The new network contracts signed in September, in addition to the Socony-Vacuum account, include P. Lorillard Co. (Old Golds), news participations, and R. J. Reynolds Tobacco Co. (Prince Albert), 39 quarter-hour *Jim Britt Sports Review*. Renewal contracts on Yankee include Loose-Wiles Biscuit Co., 26 quarter-hour dramatized news programs; Narragansett Brewing Co., news participations; Delaware, Lackawanna & Western Coal Co., 26 half-hour programs; Melville Shoe Corp. (Thom McAn Shoes), 312 quarter-hour *Fred Lang Views the News*; Sears Roebuck & Co., 312 quarter-hour *Sears News Reporter*; Fels & Co., 15-minute *New England Town Hall Party*.

In addition, Colonial Network for the eighth time has renewed La-Rosa Co. (macaroni) for 365 half-hour programs on three stations and has signed American Safety Razor Co. (Gem razors) for the complete network for Wythe Williams' news commentaries twice weekly.

Lambert Holds Serial

ALTHOUGH Lambert Pharmacal Co., St. Louis, will drop its *Grand Central Station* series for Listerine on CBS following the broadcast of Oct. 18, the company's agency, Lambert & Feasley, New York, is keeping its rights to the half-hour dramatic program series, which has been on the air for about three years, and is attempting to sell the program as a package to other agencies. No buyer had been found as of last week, the agency reported. Plans for Listerine advertising do not include radio in the immediate future, it was stated.

WITH the signing of a contract Sept 6 with Schieffelein & Co., New York, for furniture cream, WJZ, New York, has sold out all participating time on *The Woman of Tomorrow*, cooperatively sponsored program conducted by Nancy Craig five times weekly, 9-9:30 a.m. Program now has 15 sponsors, all using two announcements, or a total of 30 participations. Agency for Schieffelein is Geare-Marston Co., New York.

New Power!
Same Frequency!

CJOR is now operating with 1,000 watts on the same easy-to-dial 600 KC frequency, making new friends every day.

CJOR
Vancouver, B. C.
Nat. Rep:
Joseph Hershey McGillvra

Wisconsin Utility Sells With Sales Meeting Program

Consumer Benefit Emphasized In Promoting Power Service

DOING the unexpected has accounted for many a success in selling as well as in creating radio programs. On the premise that comparatively few people have ever attended a sales meeting, where a company outlines its sales activities, and that such a meeting could be made interesting, Wisconsin Power & Light Co., of Madison, recently aired a series of unusual surprise radio programs in its territory. This was done as part of the regular fall activity, when all employes of the company join in with the sales department and stress all phases of lighting.

Special ads on the radio pages of local newspapers invited the public to tune in on one of the most unusual programs ever presented over the radio stations selected—and indicated that those who thought such a meeting would be uninteresting were due for a pleasant surprise.

The Consumer's Side

Instead of hearing a lot of high-pressure speeches exhorting a sales staff to greater effort to sell merchandise to the public, those who tuned in learned about an entirely new aspect of modern sales methods where emphasis is placed on benefits to the consumer rather than on sales quotas.

How was all this accomplished? The radio programs took a page right out of recent political conventions. With members of the utility's own staff taking all parts in the cast, "John J. Keynoter" was first introduced. He called for nominations—and chairmen of delegations from the "States" of Light, Efficiency, Economy, Convenience and Perfection each dramatically placed the names of "favorite sons" in nomination, these being "Senator" Mazda Lamp, "Senator" IES Lamp, "Governor" Pin-to-Wall Lamp, "Senator" Adaptor Lamp and "General" Light Conditioning. The latter proposed a "coalition" of all the nominees which brought forth a wild demonstration with parading and all the other "hoopla" of a political convention. Bands from the radio stations and employe groups in attendance at the various district sales meetings provided most realistic "convention" atmosphere during and at the close of all the nominating speeches.

Stations Carrying Program

First station selected to air the program was WHBL, Sheboygan. Other stations included WCLO, Janesville; KFIZ, Fond du Lac; and WIBU, Poynette, handled a remote control show from Beaver Dam. The Sheboygan broadcast was so successful and created such spontaneous enthusiasm that Wisconsin Power & Light Co. officials decided to put the program on in radio style even in districts where radio was not available.

The program was conceived, written and produced by Klau-Van Pietersom-Dunlap Associates, Milwaukee agency.

ADVERTISING AND AMERICANISM

Borden's 'Freedom of Choice' Message Is Well Received, With Others Taking It Up

A new movement to "sell" advertising and Americanism is afoot, manifest for the first time in the *Last Minute News* roundup sponsored by Borden's Dairy Delivery on KFRC, San Francisco, and it already gives indication of sweeping the country. Centering about the theme, "Freedom of Choice as the Symbol of American Democracy", and presenting advertising as the outstanding example of freedom to choose, the movement has aroused favorable comment.

Realizing the timeliness of such a message and viewing with alarm the harm done to advertising by adverse propaganda in recent years, Robbins Millbank, McCann-Erickson account executive in San Francisco handling the Borden account, saw the need for a new program for advertising itself. Could advertising be "sold" in a way subtle enough not to defeat its own ends? Could it be made into a constructive program fitting within the framework of the American social pattern?

Public Pleased

The idea was born.

One day an unsuspecting audience heard:

"In the eyes of most Europeans, we, in this country, are a peculiar people. Perhaps Europeans could understand us better if they had our heritage—had enjoyed for generations, as we have, under the law, the freedom of choice. We are perhaps in the dangerous way of accepting that freedom without valuing it. Yet it is present every where—in your choice of radio programs, selection of foods, magazines . . .

"In this strong American tradition, then, is the following advertising message — persuading you with good argument to brand preference but respecting your freedom of choice in the matter of acceptance." (Borden's advertising message followed.)

Similar announcements centering around the same theme, became a regular part of subsequent programs.

Public response was immediate. Letters poured in; newspapers caught up the idea and featured it editorially; it was discussed at meetings of clubs and trade groups.

With such positive public acceptance, Borden's and its agent thought the idea could and should be used more widely. Accordingly, they have given all other advertisers and advertising media a free hand to use both their idea and slogan "Freedom of Choice", without the necessity of giving credit.

WE'VE GOT THE RANGE

Hitting 284,000 Ozarks Radio Homes

KGBX

NOW 5000 WATTS

NBC: Red—Blue Full-Time

SPRINGFIELD, MISSOURI

KGBX MARKS THE SPOT IN THE OZARKS

Ralph Foster, General Manager

Nat'l Rep., John E. Pearson, 360 N. Michigan Ave., Phone Franklin 2360, Chicago

WCAO

The Voice of Baltimore since 1922

★

Columbia Basic since 1927

★

Broadcasting on 600 kc.

Dr. Jewett Is Appointed AT&T Board Chairman

DR. F. B. JEWETT, vice-president of the American Telephone & Telegraph Co., New York, in charge of research, resigned as president of the Bell Telephone Laboratories, New York, effective Oct. 1, to become chairman of the AT & T board of directors. Succeeding him as president of the laboratories is Dr. O. E. Buckley, former executive vice-president. Research in the Bell labs will continue unchanged as will Dr. Jewett's responsibilities, though he is expected to devote more time to the Government as a member of the National Defense Research Committee and as president of the National Academy of Sciences.

Dr. R. W. King, who has been assistant to Mr. Jewett, will continue as such, becoming assistant vice-president of AT & T.

CBS School Program, Entering Its 12th Year, Reaches Latin Nations

THE CBS EDUCATIONAL series *American School of the Air* begins its 12th consecutive year Oct. 7 with a schedule expanded to reach Canada and Latin America. Directed primarily for use in classrooms, the daily series reached about 10,000 pupils in more than 250,000 American classrooms last year. This season, with the wider transmission, about 15,000,000 school students will be reached according to Sterling Fisher, CBS director of education.

Abroad the programs are to be heard on CBC in Canada and on networks of the following countries: Cuba, Argentina, Brazil, Colombia, Chile, Dominican Republic, Honduras, Mexico, Panama, Philippines, Puerto Rico, El Salvador, Hawaii and Alaska. CBS is furnishing scripts without charge to cooperating countries which will translate them into the appropriate language. In return each participating country is furnishing CBS with material.

In America the programs will be heard daily in the Eastern time zone from 9:15-9:45 a.m.; Central zone, 2:30-2:55 p.m.; Mountain zone, 9:30-10 a.m.; Pacific zone, 2-2:30 p.m.

In a preview of the series Oct. 1 excerpts from the five programs in the series were broadcast and Mr. Fisher explained the changes in the series, particularly the expanded broadcast plans.

Serial Dropped

CORN PRODUCTS SALES Co., New York, will discontinue *Society Girl* with the broadcast of Oct. 4. Program, advertising the sponsor's various food and cooking products, has been on CBS for the past year, at 3-3:15 p.m., Monday through Friday, placed through C. L. Miller Co., New York. Period will be filled by the new series of talks by Mary Margaret McBride for Florida Citrus Commission, starting Oct. 7, placed through Arthur Kudner, New York.

BOB HAWK, master of ceremonies on *Take It or Leave It*, sponsored by Eversharp Inc. on CBS, has begun work on a series of movie shorts based on the broadcasts, to be produced by Columbia Pictures.

ELLIOTT IN SERVICE

President's Son Leaves Post For Air Corps Duty

SWORN IN Sept. 23 as a captain in the Specialist Reserve of the Army, Elliott Roosevelt, second son of the President, on Oct. 7 reports for active duty at Wright Field, O. Slated for at least a year's active duty Capt. Roosevelt will relinquish his duties as active head of Texas State Network and of KFJZ, Fort Worth, which he owns, as well as his management of several other stations in Texas. His thrice-weekly news commentaries over TSN also have been terminated and his commercial contract cancelled.

At Wright Field, Elliott will be attached to the Air Corps Material Division and will devote his attentions to radio and aircraft procurement. He was 30 the day he was commissioned. Elliott left Washington Sept. 23 for Fort Worth to clean up his business prior to reporting at Wright Field. As a captain he will be paid $200 a month, plus $116 a month for quarters and subsistence should he claim dependents. If he does not, the allowance will be $78 per month.

Management of TSN, it is expected, will be delegated to Harry Hutchinson, general manager, who has worked under the immediate direction of Mr. Roosevelt. General manager of KFJZ is Gene L. Cagle.

Barn Dance's 15th

THE *Alka-Seltzer National Barn Dance* celebrated its 15th consecutive year on the air and its seventh anniversary on NBC with its broadcast Sept. 28 on the Red Network. Started by WLS, Chicago, in April 1924, put on the Blue Network in 1933 and moved to the Red this year, the program has kept to its original format of familiar music and humor through its 15 years of continuous weekly broadcasts. Sponsored by Miles Laboratories, Elkhart, Ind., for Alka-Seltzer, the series is handled by Wade Adv. Agency, Chicago.

'Mystery' Resumes

STANDARD BRANDS, New York (Fleischmann's yeast), on Sept. 30 started on 33 NBC-Blue Network stations *I Love a Mystery*, adventure drama, 8:00-8:30 p. m. (EST), with West Coast repeat 8:30-9:00 p. m., PST, after a layoff of 13 weeks. Agency is Kenyon & Eckhart, New York. The cast again includes Michael Raffeto, Barton Yaborough and Walter Paterson. Carlton E. Morse, author of *One Man's Family*, writes and produces the weekly program. Dresser Dahlstead is anonuncer and Paul Carson is organist.

BLOOD-FOR-BRITAIN campaign is being conducted by John Gambling, British-born announcer, on WOR, Newark, to aid Red Cross efforts to obtain blood donors for British civilians and soldiers. Gambling, who has donated blood himself, urges others to do the same on his WOR *Musical Clock Program*. The Red Cross notes a marked increase in volunteers as a result of the broadcasts.

CALLED UP for active duty on Friday, Sept. 13, was Jimmy Dupree, chief transmitter engineer of KTSA, San Antonio, (right) who holds the rank of First Lieutenant in the 319th Signal Aviation Company and was ordered to report at Hamilton Field, Cal. Before leaving, he was presented with an engraved saber by the staff. George Johnson, KTSA manager, made the presentation.

IRE Fall Meeting

FM and television developments will again be featured at the 1940 fall meeting of the Institute of Radio Engineers, combining with the RMA Engineering Department, to be held in the Sagamore Hotel, Rochester, N. Y., Nov. 11-13 inclusive. Among papers to be read at the technical sessions will be one by J. A. Worcester, of GE, on "Recent Improvements in FM Receiver Design". Dr. Peter C. Goldmark, CBS inventor of color television [BROADCASTING, Sept. 1 and 15] will describe the technical phases of his system. V. D. Landon, RCA, will report on "A Study of Impulsive Noises in FM Receivers".

DENIED in December, 1938, the application of Thomas J. Watson, president of International Business Machines Co., for a new 1,000-watt station on 1240 kc. in Endicott, N. Y., has been granted a rehearing by the FCC. Mr. Watson asked for the station originally because Endicott is the location of one of his company's big factories and because, as his application stated, he wanted the station to promote the cause of "international peace".

PROCEEDS of the Third Annual Charity Show, given by Don Carney who as "Uncle Don" conducts a children's program on WOR, Newark, will be given to various refugee organizations in America which are aiding in the evacuation of children from Europe. Tentative date for the show is Nov. 10 at one of the larger New York theatres.

Youngstown was prosperous a year ago. Now it ranks with the cities that have made greatest gains over 1939. Cover it best with

WFMJ

in the CONTROL ROOM

T. E. ATHERSTONE Jr., chief engineer of KGVO, Missoula, Mont., is first of the staff to be called to the colors. He was to leave Oct. 1 for Portland to take preliminary training as an FCC monitoring officer.

R. V. HOWARD, technical director of KSFO, San Francisco, was host Sept. 18 to a sectional meeting of the Institute of Radio Engineers. William R. Hewlett and David Packard of Stanford U, presented papers on "Square Wave Generators and their Use in Testing".

GERALD D. COLEMAN, chief engineer at the Westinghouse shortwave transmitter, WPIT, Saxonburg, Pa., has resigned to become chief engineer of WKPA, new station at New Kensington, Pa.

CLARENCE PALMER, engineer of KVOE, Santa Ana, Cal., is the father of a 9½-pound baby girl, his first child.

HULBERT HINKEL Jr., grandson of the late John Hinkel, Berkeley capitalist, and formerly a member of the KYA engineering staff, recently signed as a volunteer to aid the British flying forces.

JOHN BEESTON, of the research engineering staff of WHO, Des Moines, has developed a "visual audience reactograph" to register average response by 10 to 100 persons at the *Iowa Barn Dance Frolic*.

KENNETH GARDNER, for 15 years with WHAM, Rochester, has been promoted to chief engineer, succeeding John J. Long, Jr., who was killed in an automobile accident last May.

TED GRENIER, engineer of WBNX, New York, and Kathleen Tandy, switchboard operator at the station, were married recently. Romance parallels that of Ted's brother Charles, who was a WBNX engineer a few years ago and who married Helen Stokin, at that time in charge of the WBNX switchboard.

WILLIAM BENT, formerly of Clark Equipment Co., Buchanan, Mich., and a graduate of Princeton U, has joined the transcription department of WBBM Chicago, as assistant to G. M. Clare department supervisor.

LEON BALDWIN, formerly of CKCV, Quebec, has joined the engineering staff of CBV, Quebec.

JOHN BROOKS and Jim Watson, of the WIS, Columbia, S. C., control room staff, are seniors at U of South Carolina. Ed Bunker, of the sales staff, is a second year law student.

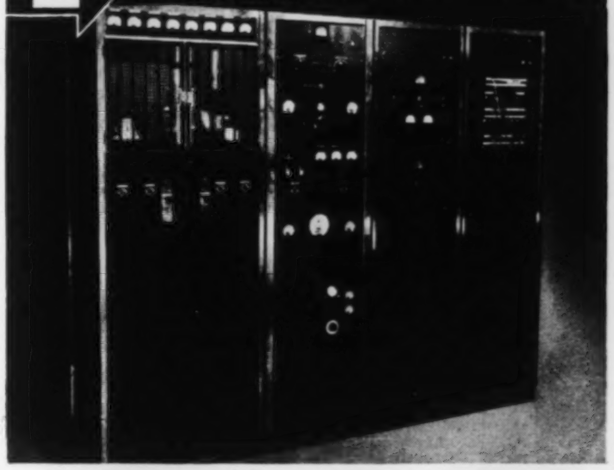
KENNETH PATTERSON and Vernon Fulton have joined the staff of WMBD, Peoria, Ill. Patterson comes from Pekin, Ill., and Fulton was formerly on the engineering staff of WREN, Lawrence, Kan.

U. S. Seeks Technicians

EXAMINATION was announced Sept. 19 by the U. S. Civil Service Commission for radiosonde technicians for Government service, with pay of $2 000 a year. Applicants were required to have six months experience in installation, maintenance and repair of radiosonde ground receiving and recording equipment. The Commission anticipated some difficulty in securing eligibles because the field of activity is new. Those accepted would be sent to stations in Alaska, United States and Caribbean area. Age limit is 60 years. Information is available at the Commission, or from first or second-class post offices.

One GATES Installation Deserves Another!

1 TRANSMITTER SELECTED AFTER CAREFUL STUDY

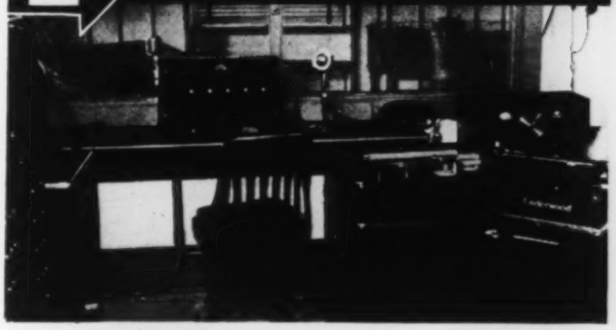


(left) Gates DeLuxe 250-A Transmitter and (right) SIE-27 Speech System at WDMJ, Marquette, Mich.

Superior Performance in Difficult Iron Ore Region

A "wall" of iron ore practically isolates the Northern Michigan peninsula from outside signals during daytime hours. Yet, Station WDMJ, Marquette, controls a commanding audience in the center of the lumber and iron ore region. The long experience of Manager Gordon Brozek with every type of transmitting apparatus, was responsible for his selection of the Gates 250-A Transmitting equipment. His choice of Gates was made after a detailed consideration of another Gates 250-A Transmitter in use in a nearby station and with the conviction that Gates offered superior advantages.

2 TRANSMITTER RESULTS JUSTIFY SPEECH SYSTEM

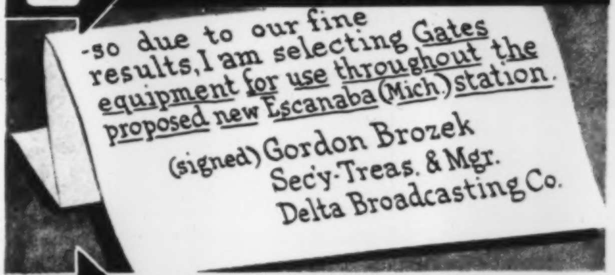


(on desk) The Gates Control Console, control unit for main dual cabinet Speech System at WDMJ.

$15 Maintenance Cost in 18 Months!

Six months ago WDMJ added the DeLuxe SIE-27 speech system to make the equipment in this station 100% Gates! The first Gates installation has now been in service approximately 18 months and ledger records show that the actual billings for repair parts (exclusive of tubes) during this period was less than $15! This example of economy is enhanced by an unusually high efficiency of 73% or better, with the maximum operating load less than 2/3 the power supply rating.

3 COMPLETE GATES EQUIPMENT FOR NEW STATION



-so due to our fine results, I am selecting Gates equipment for use throughout the proposed new Escanaba (Mich) station.

(signed) Gordon Brozek
Sec'y-Treas. & Mgr.
Delta Broadcasting Co.

Sales Through Results

PERFORMANCE is our "sales manager" and the reason why the results of the Gates equipment at WDMJ, convinced Mr. Gordon Brozek, manager of WDMJ and owner of the new Escanaba Broadcasting Co. to equip his proposed new Escanaba station throughout with Gates equipment. This proves again that station managers who have used Gates equipment choose without hesitation this same equipment for any additional facilities they may require.

Write today for complete illustrated data units on the Gates 250-A Transmitter and other studio, transmitting and remote equipment. Chances are you'll find the answer to your problem and your budget. Write to—

GATES
QUINCY, ILLINOIS, U.S.A.

AMERICAN CORPORATION

WAAT
JERSEY CITY
The Station with
U. P. NEWS
of the hour;
on the hour;
every hour.
At the centre
of N. Y.
Metropolitan area.
N. Y. Sales office:
RKO Bldg.,
Radio City
National Representatives
BURN - SMITH COMPANY, INC.
NEW YORK CHICAGO DETROIT
ATLANTA

Agencies

WOODROW SPORN, formerly with Blackett-Sample-Hummert, has joined Maxon Inc., New York, to handle merchandising and premium buying on the account of B. T. Babbitt, maker of Bab-O and sponsor of the *David Harum* serial drama on NBC-Red.

CARLETON ALSOP, with McCann-Erickson in Hollywood, on Sept. 16 married Martha Scott, radio and movie star and lead in the serial program. *Career of Alice Blair*, which Alsop has been directing.

CLEMENTS, THOMAS & HENRY, new advertising agency, has opened offices in New York at 1790 Broadway. It will handle radio accounts, though no radio director has been appointed. Officers are John A. Clements, president; Paul Thomas, vice-president-treasurer; Elliott P. Henry, vice-president-secretary. Telephone number is Circle 5-7320.

WALTER O'MEARA has resigned as vice-president and chairman of the plan board of Benton & Bowles, New York, to devote his time to private interests.

JACK VAN NOSTRAND, account executive of Young & Rubicam, New York, flew to Hollywood to aid preparations for the Oct. 6 return of CBS *Silver Theater*, sponsored by International Silver Co.

AL TARANTO, radio time-buyer for William Esty & Co., New York, will marry Ninette Joseph, secretary to Ned Midgely, business manager of the radio department of BBDO, New York, early in December.

BUDA BAKER, publicity director of Maxon Inc., New York, is a semi-invalid as a result of a broken ankle bone.

PLEASED was this foursome when Irene Rich (center) signed a new contract with Welch Grape Juice Co., Westfield, N. Y., and on Sept. 15 started for 52 weeks a new weekly serial, *Dear John*, on 47 NBC Red and Blue stations, Sundays, 9:30-9:45 p.m. (EDST). Under the new arrangement, Miss Rich has full choice of story material. Here she is with (l to r) Alex Robb, manager, NBC Hollywood Artists Service; Gordon Hughes, West Coast manager of H. W. Kastor & Sons Adv. Co., and producer of the serial, and Robert Jennings, vice-president in charge of radio for the agency.

JOHN H. MILLER, for the last eight years an executive of Cecil & Presbrey, and the former Frank Presbrey Co., advertising agencies, has joined Mennen Co., Newark, as advertising and sales promotion manager.

JAMES McCLAIN, formerly assistant production manager of Texas State Network and announcer of KFJZ, Fort Worth, has been named radio director and production manager of Grant Adv. Agency, Dallas.

EDWARD M. MARKS, production manager of J. Stirling Getchell Inc., New York, has resigned to become production and office manager of Harry A. Berk Inc.

ROBERT M. WATSON, assistant advertising manager of the Emporium, San Francisco, has been named manager of the San Francisco office of Ruthrauff & Ryan.

MEL WILLIAMSON, formerly on the production staff of Hixson-O'Donnell Adv., Los Angeles agency, has joined Russel M. Seeds Co., Chicago.

GEORGE McGARRETT, Young & Rubicam, producer of the NBC-Red *Abbott & Costello* show, has been transferred from Hollywood to New York, where he will produce the Eddie Cantor show beginning Oct. 2, for Bristol-Meyers Co., New York. Murray Bolen produced the *Abbott & Costello* program Sept. 18 and 25.

SAM P. MOORE, writer, producer and actor, has joined the Frederick Seid Adv. Agency, San Francisco, as radio director. Before entering radio in 1926, he played major roles in the Ziegfeld Follies of 1919 and 1920, and was in vaudeville several years. He has authored numerous NBC musical and dramatic programs, and was also writer-producer of several CBS and Mutual-Don Lee network shows in which he also participated.

JAMES V. MALONE, formerly research and promotion director of Standard Rate & Data Service and until May 1 a partner in Zeff & Malone, agency, has formed his own agency at 664 N. Michigan Ave., Chicago, under the firm name James V. Malone Organization.

STEPHEN M. KENT, formerly in charge of the Chrysler exhibit at Golden Gate International Exposition, San Francisco, has established Kent Adv. Agency, Santa Cruz, Cal. Before coming to the West Coast in 1939, he was active in Detroit automobile advertising and promotion.

RALPH CUSHING, account executive of Fred A. Robbins Co., Chicago agency, has joined Presba, Fellers & Presba, Chicago.

ROBERT WATSON, who recently joined the San Francisco office of Ruthrauff & Ryan, as account executive, has been elevated to manager. He succeeds Frederick W. Duerr, resigned.

MARIGOLD CASSIN, radio director of Erwin, Wasey & Co., San Francisco, is now writing as well as producing the Albers Bros. Milling Co. broadcasts, *Mine to Cherish*, heard on KPO.

ROY F. IRVIN has joined Western Adv. Agency, Los Angeles, as account executive.

MARIE ANDRE, formerly on the staff of Son de Regger & Brown Adv., Des Moines, has joined Glasser Adv. Agency, Los Angeles.

MURRY WEINTRAUB, formerly of Olenick & Weintraub, publicity, has joined Lichtig & Englander, Hollywood talent agency, and is handling screen bookings of radio personalities.

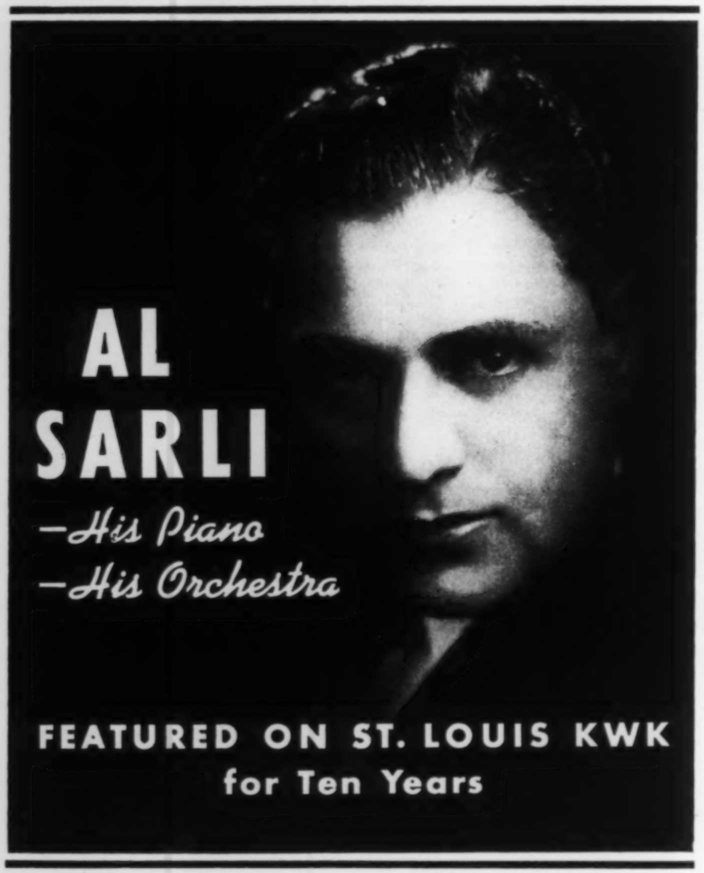
JIM LEPPER, formerly in charge of radio for Gilliams Service, New York publicity firm, has been appointed publicity director of the *Metropolitan Opera Auditions of the Air* by Warwick & Legler, New York, agency for Sherwin-Williams Co., Cleveland.

D. PORTER BIBB Jr., formerly with Harry A. Berk, has been appointed general publicity director of BBDO, New York.

ETHEL GREGORY, formerly with Lord & Thomas, has joined the copy staff of Lyon Baker Co., New York.

RAYMOND RUBICAM, chairman of the board of Young & Rubicam, on Sept. 15 married Miss Bettina Hall, musical stage actress, in San Francisco.

FLORENCE PERRY, formerly of Macfadden Publications, has joined the research department of Ward-Wheelock Co., Philadelphia.


AL SARLI
—His Piano
—His Orchestra
FEATURED ON ST. LOUIS KWK
for Ten Years

We've Got TOBACCO To Burn!

Enough for the whole world to burn . . . and the world will pay a fancy price for the privilege of burning it!

Millions of pounds of the "golden weed" will be sold in Winston-Salem's great auction warehouses this fall . . . tobacco growers will have *cash* in their pockets, to spend in Winston-Salem! We've been talking across the miles to these tobacco growers for a long time, and our influence is always strongly felt in the way they spend their money!

NBC Red and Blue Affiliate
WSJS
The Journal-Sentinel Station
WINSTON-SALEM, NORTH CAROLINA
National Representatives: Headley-Reed Company

THEY SAID it was an appendectomy when Dick Shafto, manager of WIS, Columbia, S. C., was rushed to the hospital. This picture might indicate otherwise, but it turns out to be the conniving of one of Shafto's fellow camera fiends, who apparently borrowed an infant from the hospital's maternity ward to provide some atmosphere.

HOSPITAL FOR RADIOS
Hartford Repairman Employs Medical Approach

ATTIRED as doctors, internes and nurses, employes of the Radio Hospital, Hartford, take a realistic approach to the radio repair problem. Using latest RCA service and test equipment, the hospital is located on a through highway and is visited each year by many tourists, besides serving the local community.

The idea began as a one-man venture in 1935 and now includes five "doctors" and two "nurses". When a call comes in, a uniformed "interne" drives a white radio "ambulance" to the scene and removes the receiver on a stretcher. All employes wear the distinctive appropriate uniforms.

'Silver Theatre' Back

INTERNATIONAL SILVER Co., New York (Silverware), through Young & Rubicam, that city, on Oct. 6 resumes for the fourth consecutive season the weekly *Silver Theater*, on 54 CBS stations, Sundays 6-6:30 p. m. (EST). Screen stars again will be featured in original radio dramas, Laurence Olivier appearing in first broadcast Oct. 6. Conrad Nagel for the fourth year is m.c. and director. Glenhall Taylon produces, and True Boardman is chief script writer. Henry Charles is announcer.

Pacquin to Use 60

PACQUIN Inc., New York, will use one-minute transcribed announcements on some 60 stations this winter in a campaign for hand cream. Between five and ten announcements a week will be used on major market stations, the campaign starting in October and reaching its full list by mid-November. Agency is William Esty & Co., New York.

Staley Starts Serial

A. E. STALEY MFG. Co., Decatur, Ill. (corn & laundry starch, table syrup), on Sept. 30 started a 52-week schedule of a five-weekly quarter-hour serial, *Betty & Bob*, on WTAM, Cleveland; WENR, Chicago; WPTF, Raleigh, N. C. Blackett - Sample - Hummert, Chicago, handles the account.

SELLING USED CARS BY RADIO
Coast Dealer Discovers That Intimacy of Human Voice Provides an Ideal Medium

By IVAR F. WALLIN Jr.

President, Ivar F. Wallin Jr. & Staff
Los Angeles

WALTER WELLMAN, president of Standard Storage Garages, Los Angeles, came to California from Detroit three years ago. With a small stock of cars in a modest location he started Standard Storage Garages. Today his organization is the largest dealer in used cars on the Pacific Coast, and radio has played a most important part.

Early in 1939, Jack Gale, account executive of our agency, attempted to interest Standard in radio advertising. At that time, Standard's advertising efforts had consisted entirely of classified newspaper space. Business had made steady progress.

Dabbled in Spots

Standard's executives took the stand that a person wanting to buy a used car automatically turned to the classified section. We agreed that many buyers used this method, but felt an announcer could appeal with more punch than cold newspaper copy.

Finally, Mr. Wellman and W. Neil Hoey, his general manager, agreed to experiment with a limited announcement schedule on a few stations. Moderate success was achieved, but we felt that intelligent selling efforts required more time.

It seemed to us that Sunday morning provided the opportunity we were looking for. Relatively weak competition during this time convinced us the stretch between 11 a.m. and 1 p.m. would hit the largest potential buying audience. The next problem was to provide a program. We felt that music was the most logical approach, and further, that particularly swing and late popular numbers, via recordings, would attract the type of audience that buy used cars.

Our first block purchase of time was on KEHE, now out of existence. Standard's weekly *Sunday Swing Session* went on the air in February, 1939. It caught on. People liked it. A few weeks later, KFOX, Long Beach. Cal. was added. Three months with this formula convinced both the client and ourselves that we were on the right track.

Our client was getting results. A 52-week renewal was signed. When KEHE went off the air in August, 1939, we shifted the program to KFWB, Hollywood. The schedule was also increased and time changed. KFOX retained its original time, being fed from KFWB.

In the fall of 1939, KMTR, Hollywood, was added. Prior to the shift to KFWB, Bill Moore, known to audiences as Peter Potter, took over the announcing. The sincerity of his delivery fitted Standard's famous slogans "the working man's friend" and "a square deal or no deal", like the proverbial glove.

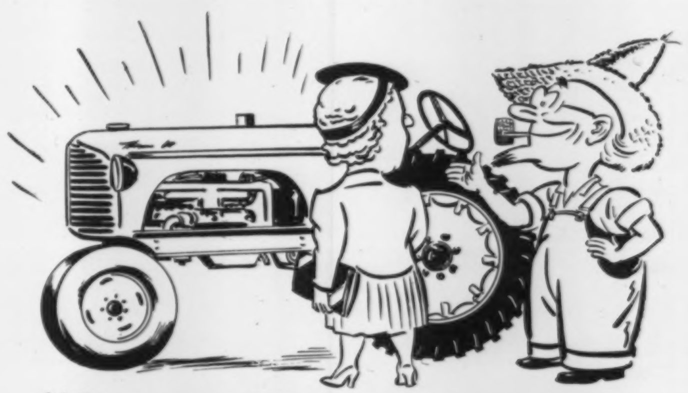
More and More Time

Our client in October, 1939, bought an additional early morning hour. Monday through Saturday on KFWB, continuing through March, 1940. Last April we added KMPC, Beverly Hills, to the Sunday morning line-up. A few weeks later, Standard added the *Lunch Hour Swing*, taking over the Monday through Saturday noon hour on KMTR.

When the Smilin' Irishman, as Mr. Wellman is known, moved Standard to larger quarters in downtown Los Angeles, the organization utilized from one to four quarter-hour periods daily on eight stations to let listeners know about it. Our latest purchase is the firm's first evening time, recorded *Memories in Melody*, Monday through Saturday, on KMPC, with the last 30 minutes fed to KMTR.

This in brief, is the story of how radio advertising helped build the Smilin' Irishman's used car business. Results have been concrete, and ever-increasingly so with the purchase of more and more time. During June the firm sold almost 1,000 used cars, making it the greatest 30 days in its history. Careful checking has proved that radio produces an overwhelming majority of the firm's sales. Standard's advertising budget, as it now stands for the balance of 1940, naturally favors radio. Present contracts call for 21½ hours of broadcasting a week. They like it that well!

P. BALLENTINE & SONS, Newark, has started an announcement campaign on two Los Angeles stations, placed through J. Walter Thompson Co., New York.



"LET'S TAKE THIS-UN, TOO, BETSEY!"

Red River Reuben knows a good thing when he sees it! And when he sees it, he buys it! That his "buy-sight" is keen is evidenced by the fact that he is responsible for 46% of all retail purchases in North Dakota, South Dakota and Minnesota [excluding the counties containing Minneapolis and St. Paul].

There are a million and a half Red River Reubens—all within listening range of WDAY, the only chain station reaching 'em all. Does that give you an idea?

WDAY, INC.
N. B. C.
FARGO, N. D.
940 K. C. . . 5000 WATTS DAY—1000 NIGHT
Affiliated with the Fargo Forum
FREE & PETERS, Nat'l Representatives

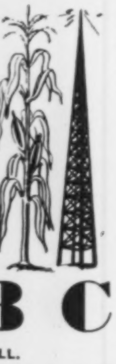
CHART BREAKER!

Buy WAIR and watch the sales line move right up through the top! Throughout this rich territory, WAIR is tops in listener-confidence — the chief sales-producing ingredient!

WAIR

Winston-Salem, North Carolina

National Representatives
Sears & Ayer



for
CENTRAL ILLINOIS

Good things come in pairs.- (1) One of America's three richest agricultural markets. (2) One of America's best sectional radio stations. Try WJBC. 1200 Kilocycles — 250 W.

WJBC

BLOOMINGTON, ILL.

$174,000,000
RETAIL TRADE RETURNS
KFDM

MORE ALE

Per Wage Earner In Beaumont Than In Any Other Texas Trade Area*

KFDM
Rings the Registers!

1000 WATTS — 560 KC

NBC BLUE · · FULL TIME

* Jefferson County, in which Beaumont is located, ranks **second** of all Texas Counties in Manufacturing Wages.

KFDM, BEAUMONT

Represented By
HOWARD H. WILSON COMPANY

SPOT COMMERCIALS PREPARED BY FHA

RELEASE of a series of suggested commercial spot announcements, designed to appeal to financial institutions, contractors, building materials dealers and other types of concerns in the building industry, to be tied into a "National Modernization Program" this fall, was announced Sept. 20 by Federal Housing Administration, Washington.

In a notice to all stations, George T. Van der Hoef, chief of the Radio & Motion Picture Section of FHA, announced the new fall campaign will feature FHA Insured Modernization Loans. Serving commercial sponsors locally, Mr. Van der Hoef said that numerous business concerns now are formulating their advertising plans for the campaign and have already been advised that these commercial spot announcements are available through broadcast stations.

"I feel sure that these announcements will aid you to give valuable assistance to your accounts in preparing their advertising to take advantage of the large amount of business which should be stimulated by this National Modernization Program," Mr. Van der Hoef stated.

Planters on Coast

FOLLOWING a 31-week test on KNX, Los Angeles, Planters Nut & Chocolate Co., San Francisco (peanuts and peanut oil), through Raymond E. Morgan Co., Hollywood, on Oct. 4 over 7 Columbia Pacific Network stations, began a series of half-hour programs, *What's on Your Mind*, Fridays, 6-6:30 p. m. (PST). Tom Breneman, m.c., presents five persons with "something on their minds" to explain their ideas under his questioning. Studio audience quiz also is featured. Listeners get $5 for each question used; $10 if it stumps the studio audience. Sam Pierce is producer for Raymond R. Morgan Company, and Arthur Gilmore is announcer.

Coast AAAA Meeting

PACIFIC COUNCIL of the American Assn. of Advertising Agencies will hold its annual convention at Del Monte Hotel, Cal., Oct. 24-25, with Atherton W. Hobler, board chairman of the national organization and president of Benton & Bowles, New York, as one of the principal speakers. The two-day conclave will open with a breakfast meeting attended by principals of AAAA agency members. Representatives of member agencies will join their principals at a general session later that morning. The afternoon session will be divided into departmental meetings for AAAA members only. Guests will participate in the second-day sessions.

Luncheon's New Title

REGULAR Wednesday luncheon sessions of the Radio Executives Club of New York will resume Oct. 12 for the 1940-41 season, according to Arthur Sinsheimer of Peck Ad. Agency, president of the group. Meetings were called Broadcasters Bull Sessions last year, but changed to the more dignified title to make it easier to secure name speakers, many of whom shied away from addressing the meetings last season.

HEADLEY-REED Co. has been appointed national advertising representative of WJAC, Johnstown, Pa. and WFBG, Altoona, Pa.

SIDNEY N. STROTZ, vice-president of the NBC Central Division, recently presented the Josh Higgins Trophy to Elizabeth Burney Schmidt, Cedar Falls, Ia., who accepted it on behalf of the Blackhawk County Farm Bureau Chorus. The presentation was made on a special broadcast of *Josh Higgins of Finchville* over NBC-Red, after the chorus had won a contest held earlier at the dedication of Josh Higgins Park in Iowa. Joe Du Mond, creator of the Josh Higgins role, is in the background.

Games in Alaska

THEY play baseball — and broadcast it, too—in Alaska. Moreover it's played in the daytime, not the midnight sun. Manager-announcer Bill Wagner, of KFQD, Anchorage, broadcasts games over the short baseball season, using Gates remote equipment and donned in typical California style. KFQD believes it is the most northerly baseball in the world. The station, oldest in Alaska, was established in 1924.

JOHN GUNTHER, writer and commentator, will do a half-dozen broadcasts on NBC from Central and South America during his tour of the Latin American republics in search of material for *Inside South America* to be published next spring as a companion piece to his books *Inside Europe* and *Inside Asia*. Broadcasts will originate from various Latin American capitals, with no definite schedule.

AGENCY *Appointments*

GROVE LABS., St. Louis (Bromo Quinine), to Russel M. Seeds Co., Chicago. Includes all network and portion of spot business. Network plans will be released in near future.

BRITISH COLUMBIA FRUIT BOARD, Kelowna, B. C., to Canadian Adv. Agency, Montreal, using radio.

S. A. SCHONBRUM & Co., New York (Savarin coffee) to Gussow-Kahn & Co., N. Y.

BURNHAM & MORRILL Co., Portland, Me. (baked beans) to Chas. W. Hoyt Co., N. Y.

CARTER PRODUCTS, New York (Stet only), to Small & Seiffer, N. Y.

E. H. SCOTT RADIO Labs., Chicago, to Earle Ludgin Inc., Chicago.

FRENCH LICK SPRINGS Hotel, French Lick Springs, Ind., to Hal Hull, Pittsfield Bldg., Chicago. Trade-exchanges with radio stations.

CAMPBELL CEREAL Co., Northfield, Minn., to Campbell-Mithun, Minneapolis.

GENERAL HOUSEHOLD Corp., Los Angeles (Califoam, cleanser), to John H. Riordan Co., Los Angeles.

ITALIAN VINEYARDS Co., Los Angeles (wines), to Dan B. Miner Co., Advertising plans now being formulated.

MADERA WINERIES & DISTILLING Co., Chicago (Mission Bell wines) to Schwimmer & Scott, Chicago. First radio started Sept. 30 on WCFL, Chicago, consisting of ten quarter-hours plus 49 spot announcements per week for 49 weeks. Additional stations will be selected in the future.

THOMAS J. WEBB Co., Chicago (coffee), to Schwimmer & Scott, Chicago. Five-weekly station-break announcements for 26 weeks will start on WCFL and WGN, Oct. 6. Other stations will be added in the near future.

ATLANTIC BREWING Co., Chicago, to Weiss & Geller, Chicago.

NATIONAL BISCUIT Co., New York (bread products) to Lord & Thomas, New York. No plans have been made.

WILSHIRE BOWL, Los Angeles, to Sidney Garfinkel Adv. Agency, Los Angeles. Radio to be used.

LYON VAN & STORAGE Co., Los Angeles (chain), to BBDO, Hollywood.

BRUCE KAMMAN, producer of the NBC *Uncle Ezra* show, and Whitey Berquist, pianist of NBC Chicago, have had their new patriotic song, *My Pledge of Allegiance*, published by BMI.

(FACTS ABOUT BALTIMORE)

BALTIMORE is "BOOMTOWN"

√ Population is UP! (up 50,000 since last census)

√ Sales are UP! (rated as one of America's "high spot" markets)

√ Prospects are UP! (millions in "defense" orders now being placed)

And the short cut to the great Baltimore market is

WFBR
BALTIMORE

National Representatives
EDWARD PETRY & COMPANY

★ ON THE NBC RED NETWORK ★

TRANSCRIPTIONS

KASPER-GORDON Inc., Boston, is again releasing *Adventures in Christmastree Grove* and *Around the World With Santa Claus*, toy department pre-Xmas promotions in 15 transcribed quarter-hour episodes. The firm is also producing another special Christmas series for department stores, bakers, dairies and food products, *Santa's Magic Christmas Tree*, 15 episodes for juveniles. Its other new syndicate features are *Adventures of Uncle Jimmy*, 156 quarter-hour transcriptions featuring William Farnum; *Jewelry Jingles*, 30 half-minute spots; *The Enemy Within*, fifth column expose.

SEVENTEEN stations have signed for the series of 26 fifteen-minute historical dramatizations, *This Is America*, produced by Frederic W. Ziv Inc., Cincinnati, and transcribed by WBS. The stations, on most of which Mr. Ziv states the program is commercially sponsored, are WDBJ WSPA WBTH WRVA WFDF WBTM KPLC WFEA WBEN WLVA WHBU WIRE WICC WFBR WGAL WHIS WTAR.

NBC Radio-Recording Division is transcribing 13 quarter-hour discs of Sam Hayes' *Touchdown Tips*. The new series includes forecasts of 30 college football games each week, and tips on the season. Series transcribed in Hollywood will be shipped air express to 14 stations in the East.

ALLIED RADIO Associates, a new program service firm equipped to handle radio production, artist management and publicity, was formed Sept. 3 with offices at 724 Fifth Ave., New York, according to Irving Strouse, partner in the enterprise with Paul Wimbish. Telephone number is Circle 6-5240. The publicity business of Mr. Strouse and the booking service of Mr. Wimbish have combined. The publicity department is headed by Ann Silver, with Bob Green in charge of the story department.

A SERIES of recordings of chit-chat about life in Park Avenue and Hollywood is being offered to advertising agencies for audition purposes. Made by Peggy Hopkins Joyce, glamour girl, and Jack Eigen, gossip commentator on WMCA, New York, the transcriptions run for a quarter-hour and are entitled *Mr. and Mrs. Park Ave. and Mr. Broadway*.

WHN Transcription Service, New York, is now transcribing the *True Adventures of Junior G-Men*, produced and licensed by Peterson Radio Productions, New York.

WCBI, Columbus, Miss., has subscribed to Standard Library Service.

To New York Charity

RADIO firms in New York contributed $41,829 to the Greater New York Fund under the chairmanship of Niles Trammell, NBC president, representing an increase of 65% in contributions to this charity over last year. The radio gifts were listed as: RCA-NBC, $10.000; CBS, $10,000; WOR, $750; WBS, $250; WMCA and employes, $166.50; WOV and employes, $123.20; WINS, $100; WEVD, $100; Mary Margaret McBride, $100; Hearst Radio, $100; BMI, $100; Universal Recording Co., $50; Transamerican, $50; Paul H. Raymer Co., $50; Weed & Co., $25; WHOM, $25; WBNY, $25; WQXR, $25; Free & Peters, $25; WLTH, $10; WARD, $10; George P. Hollingbery Co., $10.

ANDREW COBURN, 53, executive of Hays MacFarland & Co., Chicago agency, died Sept. 22 of a heart attack.

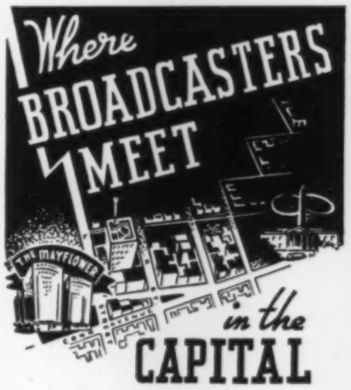
Spence Adds UP Duty

HARTZELL SPENCE, manager of the special service bureau of the United Press, has been placed in charge of UP's promotional activities, taking over the duties previously performed by Fred A. McCabe, who has been transferred to sales with a Pennsylvania territory. Mr. Spence will continue to direct the special service bureau as well as the UP subsidiary, Radio Shows Inc., in addition to handling promotion. He is the author of a book, *One Foot in Heaven*, a biography of his father, a former Methodist circuit rider, which will be released by Whittlesey House Oct. 21. He has sold the movie rights to Warner Bros., who will produce the picture next year.

KOIN Handled Speech

ARRANGEMENTS for the CBS pickup of Senator Charles L. McNary's acceptance speech for the Republican Vice-Presidential post were handled by the special events staff of KOIN, Portland, Ore., working with Ann Gillis, CBS Washington special events director. In the Sept. 1 BROADCASTING it was incorrectly stated that the McNary speech was handled by the special events staff of KSFO, San Francisco.

D. M. FEGAN formerly of VOA Sound Productions, has been made head of the recording division of Australian Record Co., Sydney, Australia. Charles H. Gendle continues as technical director and general manager. ARC includes a complete processing and pressing plant, as well as recording facilities.


Where BROADCASTERS MEET in the CAPITAL
THE MAYFLOWER

DAILY transcriptions on the register of Washington's Finest Hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostelry to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.

SINGLE ROOMS FROM $4
DOUBLE ROOMS FROM $6
All with Bath, of course

The MAYFLOWER
WASHINGTON, D. C.
R. L. Pollio, Manager

Radio's Help, Technical Gains Aid Record Sales

TECHNICAL improvements are credited by The Index, published by New York Trust Co., for sales of 60,000,000 phonograph records and 370,000 radio phonograph combinations during 1939, with a substantially greater output indicated for 1940. Crystal pickups are mentioned, along with automatic record changers and lower prices.

Stressed by The Index is the fact that the phonograph industry "began to feel a beneficial effect of radio programs which introduced light classics to a tremendously large listening audience. The industry has overcome radio's superior performance, it is stated, and appears to have been stabilized, with further progress assured.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

HARVEST

It's harvest time in Connecticut, for advertisers! The crop is a record-breaking industrial payroll, and you're ready to reap it the moment you start your schedule on WDRC, Hartford.

Basic CBS for Connecticut

CBS

Defense Note:
2½ Billions for Philadelphia!

More people are now supported by *PHILADELPHIA* Navy Yard paychecks than live in Albuquerque, Reno and Kalamazoo *combined!*

More people *listen* to KYW in its Primary Area than live in St. Louis, Ft. Worth, Rochester and Los Angeles *combined!*

WESTINGHOUSE
KYW
"the RED network station in PHILADELPHIA"
Represented by NATIONAL BROADCASTING COMPANY

57 New Stations Authorized by the FCC

During First Nine Months of 1940

* Asterisk indicates station reported on the air.
† Dagger indicates call letters not yet issued.

ALABAMA

*WJHO, Opelika—Licensed to Opelika-Auburn Broadcasting Co.; partnership of Thomas D. Samford Jr., attorney; Yetta G. Samford, insurance man; J. H. Orr, auto dealer; C. S. Shealy, cotton broker. Granted Jan. 10; 100 watts night and 250 day on 1370 kc.

ARIZONA

KPHO, Phoenix—CP issued to M. C. Reese, president, Mutual Benefit Society of Phoenix. Granted Jan. 25; 250 watts on 1200 kc.

CALIFORNIA

*KMYC, Marysville—Licensed to Marysville-Yuba City Broadcasters, Inc.; Horace E. Thomas, publisher of *Marysville & Yuba City Appeal-Democrat*, president, 50% stockholder; Hugh McClung, president of the *Merced Sun-Star*, treasurer, 49.5%; Peter McClung, sercretary of the *Merced Sun-Star*, vice-president, .5%. Granted Jan. 18; 100 watts on 1420 kc.

CONNECTICUT

WNAB, Bridgeport—CP issued to Harold Thomas, owner and operator of WATR, Waterbury, Conn., and WBRK, Pittsfield, Mass. Granted July 19; 250 watts on 1420 kc.

DISTRICT OF COLUMBIA

WINX, Washington—CP issued to Lawrence J. Heller, attorney. Granted Feb. 13; 250 watts on 1310 kc.

FLORIDA

WLOF, Orlando—CP issued to Hazelwood Inc.; George B. Hills, civil engineer, secretary-treasurer, 69 shares; George A. Hazelwood, Jacksonville, president, 21 shares; Wm. Joe Sears, Jacksonville, vice-president, 10 shares. Granted Feb. 20; 250 watts on 1200 kc.

†NEW, Tampa—CP issued to The Tribune Co.; John Stewart Bryan, publisher of the *News-Leader Co.*, of Richmond, owners of WRNL; director of the *Chicago Times* and Southern R. R., chairman of the board, 44.48% stockholder; S. E. Thomason, publisher of *Chicago Times* and director of *Tampa Tribune*, president and treasurer, 43.232%; J. S. Mims, publisher of the *Tampa Tribune*, vice president and secretary, 1.6%; George O. Webb, Tampa, assistant secretary, .288%. Granted Aug. 27; 1,000 watts night and 5,000 watts day on 940 kc. [grant made conditioned upon Tribune Co. divesting itself of present interest in WFLA, Tampa.]

GEORGIA

WALB, Albany—CP issued to Herald Publishing Co., publisher of the *Albany Herald*; H. T. McIntosh, president. Granted June 25; 1,000 watts daytime on 1230 kc.

WGAC, Augusta—CP issued to Twin States Bcstg. Co.; F. Frederick Kennedy, lawyer and local tool manufacturer, president, 33⅓% stockholder; Glenn R. Boswell, publisher of *Augusta Herald*, secretary-treasurer, 33⅓%; Millwee Owens, editor of the same newspaper, vice-president, 33⅓%. Granted July 25; 250 watts on 1210 kc.

WMWH, Augusta—CP issued to W. Montgomery Harison, local realtor. Granted Aug. 27; 250 watts on 1420 kc.

WBLJ, Dalton—CP issued to Dalton Bcstg. Corp.; J. B. Roach, auto accessory dealer, president and director, 59% stockholder; W. V. Williams, retail radio business, secretary-treasurer and director, 25%; J. C. Wink, local theatre chain owner, vice-president and director, 10%; J. T. Bates, local merchant, director, 5%; O. R. Hardin, attorney and mayor of Dalton, 1%. Granted Sept. 17; 250 watts on 1200 kc.

WGGA, Gainesville—CP issued to Gainesville Broadcasters; partnership of Henry Estes, department store owner; Austin Dean, owner of the *Gainesville Eagle* weekly; L. H. Christian, hardware merchant. Granted May 28; 250 watts on 1210 kc.

WBML, Macon—CP issued to Middle Georgia Bcstg. Co.; E. D. Black, cotton oil manufacturer, president, 50 shares; E. M. Lowe, electrical contractor, vice-president, 50 shares; E. G. McKenzie, cotton oil manufacturer, secretary-treasurer, 50 shares; Mrs. Martha Faulk Lowe, 50 shares. Granted May 21; 250 watts on 1420 kc.

*WGOV, Valdosta—Licensed to E. D. Rivers, Governor of Georgia. Granted Feb. 7; 100 watts night and 250 day on 1420 kc.

*WDAK, West Point—Licensed to Valley Bcstg. Co.; partnership of L. J. Duncan, Leila A. Duncan, Effie H. Allen, Josephine A. Keith and Aubrey Gay, theatre chain owners. Granted May 16; 250 watts on 1310 kc.

MARYLAND

*WBOC, Salisbury—Licensed to the Peninsula Broadcasting Co.; 3,150 shares of stock owned by 29 persons, including John W. Downey, State bank commissioner, president, 350 shares; William F. Allen, banker and nurseryman, vice-president, 250 shares; John T. Holt, local oil company manager, treasurer, 150 shares; Albert W. Ward, attorney and secretary of State tax commissioner, secretary, 100 shares. Granted April 13; 250 watts on 1500 kc.

MICHIGAN

*WLAV, Grand Rapids—Licensed to Leonard A. Versluis, commercial photographer and former part owner of WJIM, Lansing. Granted May 28; 250 watts on 1310 kc.

WGRB, Grand Rapids—CP issued to Grand Rapids Bcstg. Corp.; Boyce K. Muir, drug store chain owner, president, 25% stockholder; Harrison L. Goodspeed, amusement and real estate investments, treasurer, 25%; Albert L. Birdsall, stockholder and plant manager of local brass company, 25%; Siegel W. Judd, lawyer, secretary, 25%. Each of the above having agreed to assign 20% of their respective holdings to Angus D. Pfaff, radio engineer, vice-president. Granted June 4; 250 watts on 1200 kc.

WTCM, Traverse City—CP issued to Midwestern Bcstg. Co.; Lester Biederman, chief engineer of WTEL, Philadelphia, president, 30% stockholder; Edward S. Biederman, of Detroit, 22½%; Wm. H. Kiker, engineer of WTEL, vice-president, 16¾%; Fred G. Zierle, Philadelphia, 16½%; Drew McClay, operator of WTEL, secretary-treasurer, 15%. Granted Aug. 27; 250 watts on 1370 kc.

MINNESOTA

*WLOL, Minneapolis—Licensed to Independent Merchants Broadcasting Co.; J. P. Devaney, attorney, president, 66.4% stockholder; W. A. Steffes, theatre owner, treasurer, 31.2%; Thomas O. Kachelmacher, attorney, vice-president, 2%; L. B. Schwartz, attorney, secretary, .4%. Granted Jan. 18; 1,000 watts on 1300 kc.

*KWLM, Willmar—Licensed to Lakeland Bcstg. Co.; H. W. Linder, investments, president, 76% stockholder; M. R. Johnson, dairy business, vice-president, 10%; L. F. Johnson, dairy business, treasurer, 10%; V. W. Lindquist, lawyer, secretary, 4%. Granted May 8; 100 watts on 1310 kc.

MISSISSIPPI

WCBI, Columbus—CP issued to Birney Imes, publisher of the *Columbus Commercial Dispatch*. Granted May 21; 250 watts on 1370 kc.

MONTANA

WRJF, Miles City—CP issued to the Star Printing Co., publishers of the *Miles City Star*; Estate of Joseph Scanlon, deceased, 68.1% stockholder; W. F. Flinn, secretary-treasurer, 15.3%; W. G. Potter, 13.4%; C. J. Zimmerman, vice-president, 3%; Sarah M. Scanlon, president, .02%, all stockholders in *Miles City Star*. Granted Aug. 14; 250 watts on 1310 kc.

NEBRASKA

KONB, Omaha—CP issued to MBS Bcstg. Co.; C. J. Malmsten, cattle rancher, president, 33 1/3% stockholder; John K. Morrison, insurance man and realtor, part owner of KORN, Fremont, vice-president, 28 1/3%; Arthur Baldwin, insurance and real estate man, part owner of KORN, secretary-treasurer, 28 1/3%; Clark Standiford, chief owner and manager of KORN, 5%; Clarence T. Spier, Omaha, 5%. Granted June 25; 250 watts on 1500 kc.

NEVADA

*KENO, Las Vegas—Licensed to Nevada Bcstg. Co.; partnership of George Penn Foster, Maxwell Kelch and Calvert Charles Applegate, all radio engineers and announcers. Granted June 5; 100 watts night and 250 day on 1370 kc.

KFUN, Las Vegas—CP issued to Las Vegas Bcstg. Co., Inc.; Ernest N. Thwaites, production manager of KVSF, Santa Fe, N. M., president and manager; Ernest Thwaites Sr., 100% stockholder. Granted June 5; 100 watts night and 250 day on 1420 kc.

NEW HAMPSHIRE

WMUR, Manchester—CP issued to The Radio Voice of New Hampshire, Inc.; Francis P. Murphy, investments and Governor of New Hampshire, president and director, 90% stockholder; James J. Powers, physician and member of the Maine-New Hampshire Interstate Bridge Authority, vice-president, 5%; Edward J. Gallagher, vice-chairman of the Democratic State Committee of New Hampshire and publisher of the *Laconia* (N. H.) *Citizen*, 5%. Granted Sept. 17; 5,000 watts night and 1,000 day on 610 kc.

NEW JERSEY

*WFPG, Atlantic City—Licensed to Neptune Bcstg. Corp.; A. Harry Zoog, president, 10 shares; Richard Endicott, manager of Steel Pier, vice-president, 10 shares; Adrian Phillips, hotel owner, vice-president, 10 shares; P. Mortimer Lewis, theatre operator and realtor, vice-president, 10 shares; Ezra Bell, hotel owner, vice-president, 10 shares; Samuel Morris, lawyer, treasurer, 10 shares; Benjamin Chew, radio engineer, secretary, 10 shares; and 13 others, each holding 10 shares. Granted May 24, 1940; 100 watts night and 250 day on 1420 kc.

WPAT, Paterson—CP issued to the North Jersey Bcstg. Co., Inc.; James B. Cosman, tube sales manager for Federal Telegraph Co., president, 49% stockholder; Frank B. Falknor, CBS chief engineer in Chicago, vice-president, 25%; Rex Schepp, CBS Chicago salesman, 25%; Mrs. Ela M. Cosman, secretary-treasurer, 1%. Granted July 17; 1,000 watts on 900 kc.

GOOD BYE
To Distribution Worries
If You Take This
GOOD BUY
In Spot Radio
Home Town Editor
4:30-4:45 p.m., Mon., Wed., Fri.
5,000,000 AUDIENCE
Guaranteed Distribution and
Display of Your Products in
1500 Retail Outlets
NORTH CENTRAL
(Minnesota, No. & So. Dakota)
BROADCASTING SYSTEM
Empire Bank Bldg., St. Paul, Minn.

Get on WJHP's new highway to Jacksonville's buyways!
NBC BLUE
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JACKSONVILLE
FLORIDA
H. G. WELLS, JR., General Manager
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IMPROVE TONE QUALITY and
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HOWARD Recording Discs are made on heavy, low stress, soft metal cores which insure permanent flatness. The special Type "C" fine grain coating, an exclusive HOWARD development, has exceptional shearing qualities and is *Hardness Processed* for long life and good reproduction of the higher frequencies.

It will pay you to make your recordings on these quality discs. If your jobber cannot supply you write us for complete facts, prices and sample demonstration disc. The superior reproduction from HOWARD Recording Discs will be a revelation.

Extremely Low
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*Write for Complete
Details and Free
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1731-35 Belmont Av., Chicago, Ill.-Cable Address: HOWARDCO, USA
America's Oldest Radio Manufacturer

1500
K. C.
250 W. Day
& Night
NOW
On the Air
WBOC
Salisbury, Maryland
● The ONLY radio station on the Delmarva Peninsula. WBOC completely serves the Eastern Shore of Delaware, Maryland and Virginia. Let WBOC be YOUR medium of reaching 200,000 loyal Eastern Shore listeners. Write for rates to WBOC, Salisbury, Maryland, owned and operated by THE PENINSULA BROADCASTING CO.

NEW YORK

WGMA, Schenectady—CP issued to Van Curler Bcstg. Corp.; Mayer L. Cramer, local gas and oil distributor, president and treasurer, 60%; Frank Van Derpool, garage owner, 15%; E. F. McCabe, Westport, Conn., 15%; George A. Fox, printer, 10%. Granted August 14; 250 watts on 1210 kc.

WLAF, Syracuse—CP issued to the Sentinel Bcstg. Corp.; Frank C. Revoir, motor dealer, president, 70% stockholder; William T. McCaffrey, banker, vice-president, 10%; Alexis M. Muench, candle manufacturer, vice-president, 10%; Francis E. Doonan, bookbinder and printing business, 10%. Granted July 17; 1,000 watts on 620 kc.

WATN, Watertown—CP issued to the Watertown Bcstg. Corp.; G. Harry Righter, wholesale food contractor, president, 140 shares preferred and 1 share common stock; Dean R. Richardson, treasurer, 30 shares preferred and 1 share common stock; Ruth F. Gamage, secretary to G. Harry Righter, secretary, 1 share common stock. Granted July 30; 250 watts on 1210 kc.

WWNY, Watertown—CP issued to the Brockway Co.; Harold B. Johnson, publisher of the *Watertown Daily Times* and local banker, president and treasurer, 40% stockholder; Jessie R. Johnson, housewife, secretary, 9.1%; balance of stock, 51.9%, being held in treasury of company. Granted July 30; 500 watts daytime on 1270 kc.

NORTH CAROLINA

WCBT, Roanoke Rapids—CP issued to J. Winfield Crew Jr., local banker and attorney. Granted Feb. 27; 250 watts on 1200 kc.

OHIO

WAKR, Akron—CP issued to Summit Radio Corp.; 50% of stock owned by Viola G. Berk, wife of S. Bernard Berk, attorney and electrical shop owner, secretary-treasurer; 10% by S. Bernard Berk, president. Granted Jan. 10; 1,000 watts on 1530 kc.

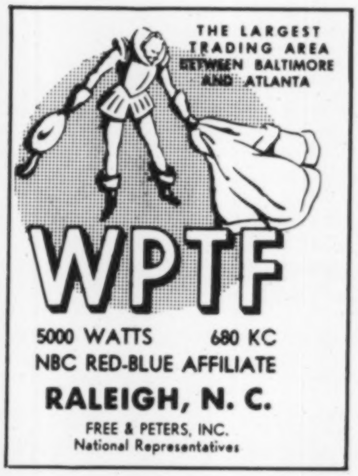
WMRN, Marion—CP issued to the Marion Bcstg. Co.; Robert T. Mason, president, 35% stockholder; Frank Mason, NBC vice-president, 32½%; Mrs. Frank Mason, vice-president, 32½%. Granted July 17; 250 watts on 1500 kc.

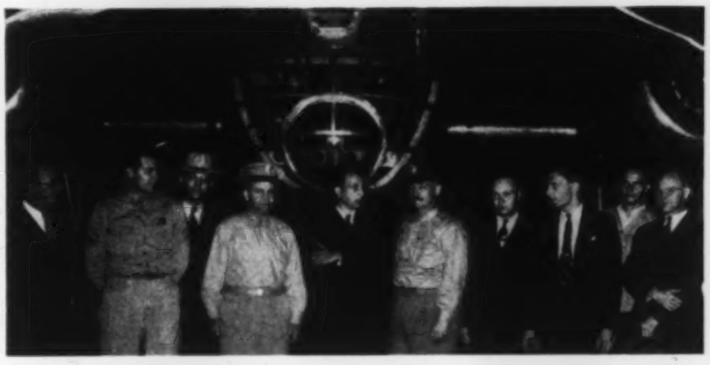
WIZE, Springfield—CP issued to Radio Voice of Springfield Inc.; Charles Sawyer, Cincinnati attorney, director, 130 out of 250 shares; Ronald Woodyard, manager of WING, Dayton, director, 70 shares; Abe Gardner, merchant, president, 10 shares; John Good, florist, vice-president, 25 shares; Rudolph Klemperer, merchant, treasurer, 3 shares; Percy Rosenfield, merchant, 5 shares; David Kraus, merchant, 5 shares; Ann Buchfirer, 2 shares. Granted June 18; 100 watts on 1310 kc.

WSTV, Steubenville—CP issued to Valley Bcstg. Co.; Myer Weisenthal, furniture dealer, president, 5% stockholder; Louis Berkman, iron and steel broker, vice-president, 5%; Richard Teitlebaum, ladies wear, secretary-treasurer, 5%. Company has 48 stockholders, mostly local residents, none having as much as 10% of stock. Granted May 28; 250 watts on 1310 kc.

OREGON

KODL, The Dalles—CP issued to Western Radio Corp.; V. B. Kenworthy, former KSLM, Salem, Ore., salesman, president, 50% stockholder; Eva O. Hicks, vice-president, 25%; T. M. Hicks, insurance and real estate loans, secretary-treasurer, 25%. Granted June 4; 100 watts night and 250 day on 1200 kc.





WHEN WLS, Chicago, saluted Champaign County (Ill.) with a broadcast from Rantoul, Ill., Sept. 14, it also originated a special half-hour feature from the U. S. Army Air Corps Technical school at nearby Chanute Field. In front of the Army's new 16-ton Martin bomber are (l to r) Harold Safford, WLS program director; Sgt. Don Renshaw; W. R. Cline, WLS commercial manager; Col. Davenport Johnson, commanding officer of the field; Frank Baker, WLS continuity director; Col. E. C. Black, public relations officer; Maurice Donnelly, Walter Varnus and Solly Sulzman, WLS engineers; C. M. Freeman, WLS salesman.

PENNSYLVANIA

WCED, Du Bois—CP issued to Tri-County Bcstg. Co.; 50 shares of stock held each by H. T. Grey, publisher of the *Du Bois Courier* and *Express*, president; Jason S. Gray, editor of same newspaper, secretary; W. B. Ross, manager of same newspaper, vice-president; L. F. Mohney, general manager of same newspaper, treasurer, 50 shares. Granted May 15; 250 watts on 1200 kc.

WERC, Erie—CP issued to Presque Isle Broadcasting Co.; Jacob A. Young, tailor, president, 40% stockholder; Wm. P. Sengel, printer, secretary, 25%; Gerard P. O'Connor, attorney, director, 25%; B. Walker Sennett, attorney, treasurer, 5%; Joseph V. Agresti, attorney, director, 5%. Granted March 13; 100 watts night and 250 day on 1500 kc.

WKPA, New Kensington—CP issued to Allegheny-Kiski Bcstg. Co.; C. Russell Cooper, president, 14.3% stockholder; Dick M. Reeser, mayor of New Kensington and real estate and insurance man, vice-president, 14.3%; H. Donald Hanky, treasurer, 14.3%; Frank H. Recco, city engineer, secretary, 14.3%; W. H. Cooper, 14.3%; Dan J. Zeloyle, 14.3%; J. C. Cooper, local music store owner, 14.2%. Granted June 25; 250 watts daytime on 1120 kc.

*WARM, Scranton—Licensed to Union Broadcasting Co.; Martin F. Memlo, farm manager, president, 49.6% stockholder; Lou Poller, retail dry goods merchant, treasurer, 49.6%; James S. Scandale, .8%. Granted Jan. 25; 250 watts on 1370 kc.

RHODE ISLAND

WFCI, Pawtucket—CP issued to the Pawtucket Bcstg. Co.; Howard W. Thornley, chief engineer of WPRO, Providence, president, 50% stockholder; Frank F. Crook, auto dealer, treasurer, 50%. Granted June 26; 1,000 watts on 1390 kc.

SOUTH CAROLINA

*WMRC, Greenville—Licensed to Textile Bcstg. Co.; Robert A. Jolley, head of Nehi Bottling Co. of Greenville, president-treasurer, 51% stockholder; Wayne M. Nelson, broadcaster, vice-president-secretary, 49%. Granted June 25; 250 watts on 1500 kc.

TENNESSEE

WDEF, Chattanooga—CP issued to Joe W. Engel, local baseball club owner and major league scout. Granted July 6; 250 watts on 1370 kc.

*WKPT, Kingsport—Licensed to Kingsport Broadcasting Co.; partnership of C. P. Edwards, Jr., publisher of *Kingsport Times*, and Howard Long, postmaster. Granted Feb. 13; 250 watts on 1370 kc.

WBIR, Knoxville—CP issued to J. W. Birdwell, radio engineer and former partner in WJHL, Johnson City, Tenn. Granted August 14; 100 watts night and 250 day on 1210 kc.

VIRGINIA

WMVA, Martinsville—CP issued to Martinsville Broadcasting Co.; partnership of Jonas Weiland, owner of WFTC, Kinston, N. C., and William C. Barnes, publisher of the *Martinsville Bulletin*. Granted April 15; 100 watts night and 250 day on 1420 kc.

WSLS, Roanoke—CP issued to Roanoke Bcstg. Corp.; Junius P. Fishburn, publisher of the *Roanoke Times-World*, licensee of WDBJ, Roanoke, 40% stockholder; Shenandoah Life Insurance Co., 20%; Edward A. and Philip P. Allen, owners of WLVA, Lynchburg, Va., 13⅓% each; Lynchburg Broadcasting, licensee of WLVA, 13⅓%. Granted July 25; 250 watts on 1500 kc.

Newsman's Enemy

A BONFIRE was set under the auto of Porter Randall, during his Bond newscast on KGKO, Fort Worth, in mid-September. A pedestrian phoned the station that the car was afire but the blaze was put out before much damage was done. Randall, chief newscaster of KGKO, has received a number of threatening letters.

WEST VIRGINIA

*WLOG, Logan—Licensed to Clarence H. Frey and Robert O. Greever; partnership of Clarence H. Frey, publisher of the *Logan Banner*, and Robert O. Greever, mine payroll clerk. Granted Jan. 25; 100 watts daytime on 1200 kc.

WAJR, Morgantown—CP issued to West Virginia Radio Corp.; Agnes J. Reeves Greer, secretary-treasurer, 60%; H. C. Greer, steel, limestone and coke business and publisher of the *Morgantown Dominion-News* and *Post*, president, 20%; Jane Greer, vice-president, 20%. Granted June 4; 250 watts on 1200 kc.

*WBRW, Welch—Licensed to McDowell Service Company; J. W. Blakely, insurance man and theatre owner, president, 60 shares; L. E. Rogers, theatre owner, vice-president, 40 shares; J. R. Werness, insurance man, secretary-treasurer, 40 shares; W. H. Rogers, theatre owner, 10 shares. Granted May 15; 250 watts on 1310 kc.

WISCONSIN

WFHR, Wisconsin Rapids—CP issued to Wm. F. Huffman, publisher of *Wisconsin Rapids Tribune*. Granted May 8; 100 watts night and 250 day on 1310 kc.

WYOMING

KFBC, Cheyenne—CP issued to the Frontier Bcstg. Co.; S. H. Patterson, owner of KSAN, San Francisco, president, 325 shares of stock; Stock Growers Bank, executors for the estate of J. H. Schroeder (deceased), 324 shares; Fred Marble, Stock Growers Bank, 1 share; William C. Grover, chief engineer and manager of KSAN, 117 shares; Cheyenne Newspapers, Inc., publishers of the *Wyoming Eagle* and *Wyoming State Tribune & Leader*, 337 shares; Tracy S. McCraken, with the same publications, 1 share; John Arp, hotel owner, 65 shares; United Mine Workers, 129 shares; Virgil Wright, UMW, 1 share. Granted July 11; 250 watts on 1370 kc.

KYAN, Cheyenne—CP issued to Western Bcstg. Co. of Wyoming; J. Cecil Bott, Wyoming Monument Works, 25%; Mrs. Bott, 25%; Mrs. Matilda Lannen, 50%. Granted June 18; 250 watts on 1370 kc.

PUERTO RICO

*WSSJ, San Juan—Licensed to Puerto Rico Advertising Co., Inc.; Ralph Perez Perry, consulting engineer, secretary, 100 shares; Andres Camara, broadcaster, president, 50 shares; Esperanza Vda. de Defillo, 50 shares. Granted March 12; 250 watts on 1500 kc.

PROOF

That they listen consistently to

WMMN

Fairmont, W. Va.

★

Approximately ½ Million pieces of fan mail will be received from listeners during 1940.

★

Every national account using WMMN last fall and winter has renewed for this fall and winter.

★

Many new national spot buyers have purchased time for the coming fall and winter.

★

Let us prove the value of 5000 Watts of friendship for your products.

Represented Nationally by JOHN BLAIR & CO.

. . . With No Interference

• We'll carry your message to a million and a quarter folks in 36 counties of prosperous North Texas and southern Oklahoma. We'll put it over, too; make a touchdown in sales. At 880 Kilocycles we've NO interference and our 1,000 watts can serve you day OR night at NO increase in rates. For more information, write KRRV, Sherman and Denison, Texas.

An Affiliate of the
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

The Sherman-Denison Station
KRRV
880 KC. 1,000 WATTS

Americanization

ARTHUR SIMON, general manager of WPEN, Philadelphia, has developed a series of *Americanization* programs for the station's foreign language department. The program has as its basic idea the education of the foreign listener of the value of being an American and in the cultivation of love of country. Prominent citizens and speakers in the foreign tongue are brought before the microphone each week to speak on Americanism for the Polish, Jewish and Italian audiences.

The WPEN foreign language department is cooperating with the Alien Registration Bureau. Every Tuesday, between 5 and 8 p.m., Polish, Jewish and Italian announcers are stationed in the WPEN Auditorium, which has been turned over to the alien registrars, fingerprint experts and typists.

During the week, spot announcements are made on all the foreign language programs advising the aliens to register at the nearest post office. Those without anyone to talk to them in their native tongue are invited to come to the station to register and consult any of the foreign language announcers on duty.

* * *

Village Chit-Chat

NEW program on WTRY, Troy, N. Y., is *Small Town Stuff* and is conducted by Charles John Stevenson, editor and publisher of the *Washington County* (N.Y.) *Post*, oldest weekly newspaper in the United States. Stevenson, an experienced speaker, is also police judge of Cambridge, N. Y. Program consists primarily of his observations about folks and things in the village.

5000 WATTS IN BOSTON

WMEX

FULL TIME • 1470 KILOCYCLES

National Representative
JOSEPH H. McGILLVRA

Purely PROGRAMS

From Cruiser

KROW, Oakland, has started what it claims to be one of the most extensive community programs ever planned in Northern California. The broadcasts originate from towns along the thousand miles of waterway of the San Francisco Bay region and its tributaries, the Sacramento and San Joaquin rivers. The presentations come from the 50-foot cabin cruiser, *Unda Maris*, owned by Eddie House, KROW musical director. The broadcasts are relayed to the station from the boat by shortwave. An advance man works with the local chambers of commerce and civic organizations to prepare material for the shows. House pilots the boat, plays the electric organ on the tour and furnishes accompaniment for local talent at the various stops.

* * *

American Songs

CARNATION Co., Milwaukee (evaporated milk), on Oct. 7 will change the format of its *The Contented Hour*, featuring Percy Faith and Carnation Orchestra, heard on 92 NBC-Red stations, Mondays, 10-10:30 p. m. (EDST). The new series will be known as *America Sings* and will pay tribute to people, industries and institutions that have made America a land of contentment. Morrison Wood, newly-appointed radio director of Erwin, Wasey & Co., Chicago, produces the show.

* * *

How They Died

DRAMATIZED stories of traffic accidents, taken from the files of the local police department, are presented on *Alibis for Death*, new feature of KROD, El Paso, Tex. The semi-weekly program is sponsored jointly in the interest of public safety by Given Bros. Shoe Co., Home Oil Co. and El Paso Axel & Frame Service. Sponsors award $5 checks to two men and two women each week who are nominated as safe drivers by listeners.

* * *

The Student Side

TWO features with a school slant were carried recently by KFYR, Bismarck, N. D., in *Pre-College Round Table*. Costs, contacts and advantages were discussed from the collegiate standpoint. Bismarck schools were saluted in *Back to School*, with transcribed pupil interviews and enrollment facts.

* * *

Voice of the Editor

WSB, Atlanta, ties press and radio in *The Editor Speaks*, to start Oct. 5. Editors of Georgia newspapers give their views on vital matters that are affecting people of the state and nation. Roy McGinty, weekly newspaper editor and president of the Georgia Press Assn., will be the initial speaker.

Conserving Resources

PROBLEMS in conservation of State resources and wildlife will be discussed in a new series starting Oct. 5 on WCCO, Minneapolis. Sponsored by the State conservation department, the broadcast will be heard Saturdays at 5:15 p.m. Opener will be a roundtable discussion of "Ducks and Duckhunting in Minnesota". Max Karl, educational director of WCCO, will lead the roundtable. Scripts are written by Gerry Vessels of the State conservation department.

* * *

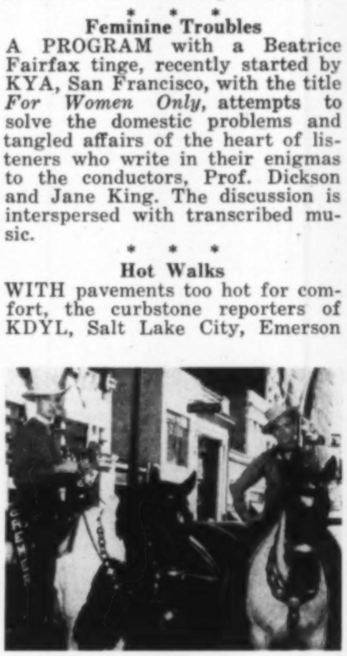
Feminine Troubles

A PROGRAM with a Beatrice Fairfax tinge, recently started by KYA, San Francisco, with the title *For Women Only*, attempts to solve the domestic problems and tangled affairs of the heart of listeners who write in their enigmas to the conductors, Prof. Dickson and Jane King. The discussion is interspersed with transcribed music.

* * *

Hot Walks

WITH pavements too hot for comfort, the curbstone reporters of KDYL, Salt Lake City, Emerson Smith and Tom Cafferty, donned chaps and sombreros. The thermometer was at 101 as they broadcast their daily inquiring-reporter feature.



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After the Game Is Over

TOP NAMES of the collegiate and professional gridiron world will again be heard this season on WJJD, Chicago, when the *Chicago Herald - American* resumes the weekly *Monday Quarterback's Club* luncheons Sept. 30. Edward W. Cochrane, supervising sports editor of Hearst Newspapers and sports editor of the *Chicago Herald-American*, will again act as toastmaster for the meetings.

* * *

Mike and Phone

THE announcer talks on air and telephone in asking questions and receiving the telephoned answers on a morning participating program, *Read 'Em and Reap*, started by WJPR, Greenville, Miss.

WFBL for Central New York
SYRACUSE • 5000 watts • CBS
FREE & PETERS, Inc., National Representatives

Know Their Groceries

KVOE, Santa Ana, Cal., has a *Kitchen Kwiz*, originating at a super market and built around questions on meats, fruits, vegetables, groceries, the history of foods, brand labels, manufacturers' slogans, etc. Commercial credits include a radio special for each of the major departments of the market. Five contestants, usually women, appear on each broadcast. For each question answered correctly an item of food is given. The high scorer at the end of the broadcast is awarded an additional basket of food. On each program one question is directed to the radio audience, and the first person calling the market with the correct answer wins a basket of groceries.

* * *

Woman of the Week

THE TAILORED WOMAN, New York specialty shop, broadcasts its new *Women Worth Knowing* program from a studio in the shop, where a selected list of its clients can watch the broadcast and a fashion show and meet the "woman of the week". One new American-created fashion is introduced on each broadcast and at the fashion show. Program, broadcast Monday mornings, 10:45-11, on WQXR, New York, with Lisa Sergio as m.c., is advertised with six spot announcements a week on the station and is also promoted in the store's advertising and window displays.

* * *

For Younger Set

BARNEY'S CLOTHES Inc., New York tailor whose "Calling all men" announcements are familiar to every New York radio owner, will sponsor the *Junior Varsity Jamboree*, an hour of dance music from the Fiesta Danceteria, on WNEW, New York, each Saturday 4-5 p.m., beginning Oct. 5. Designed for younger listeners, who can get free tickets to attend the broadcasts by writing in, the program will feature dance contests, with prizes of two portable radios, two watches and two suits going each week to the best dancers. Football scores will be broadcast during the program.

* * *

Bucks for Sports

DODGE DEALERS of Cook County recently started a weekly half-hour quiz show, *Hall of Sports*, on WGN, Chicago. Each week a board of experts—three regulars and a guest—attempt to answer sports questions sent in by listeners who receive $2 for every question used, $4 for questions the experts fail to answer. Permanent board consists of Marvin McCarthy, sports editor of the *Chicago Times*; Ed Cochrane, sports editor of the *Chicago Herald-American*; Herb Griffis, editor of *Golfdom* and *Golfing* magazines. Doug Hope is m.c.

ROSTER SURVEYS

By a roster survey of your city we can show you exact standing of each competing station and every program broadcast during one week.

THE HOOPER HOLMES BUREAU, INC.
102 MAIDEN LANE, NEW YORK

CHEERFUL BLUEBIRDS
WSAI Shut-in Starts Series To Spread Joy

THE TRAGEDY that has deprived Kay Irion, stenographer at WSAI, Cincinnati, of the ability to walk has not deprived her of her cheerful disposition. On the contrary, this brave victim of an auto accident some months ago is a living testimonial to the therapeutic marvels of a serene state of mind.

And to make life more bearable for other shut-ins, Kay Irion organized the WSAI "Bluebird Club". It is their own program in which they exchange bits of poetry, music and interviews with leading personalities in the active world. There are "no dues, no duties", WSAI says, each member merely sending Miss Irion material for the program. Membership certificates show bluebirds flitting about among high trees, with the sun appearing over the horizon.

Children's Program

NEW CHILDREN'S program, which recently made its debut over WROK, Rockford, is titled *Young Americans' Club*, conducted by "Ted" Harris thrice weekly under sponsorship of Rockford Dairies Inc. Youngsters receive free membership cards, salutes on birthdays, admission to club shows and opportunity to win prizes. Patriotic leaders of local and national renown are paid tributes by Harris. ROTC color guard from local high schools opens each program with a ceremony. Sponsor's milkmen distributed 15,000 application blanks and deliver membership cards.

* * *

Toward the White House

DRAMATIC SERIES on child care, *Raising a President* begins on NBC-Blue Oct. 2, to continue Wednesdays 2-2:15 p.m. Produced by NBC in cooperation with the U. S. Department of Labor, the series will discuss play, sleep, sunshine, home atmosphere, diet. Katherine Lenroot, chief of the Children's Bureau of the Labor Department, will be heard on the first program.

* * *

Clues in Tales

A SHORT story containing clues to a musical number, played at the conclusion of the narration, provides material for a Philco-dealer series on KROD, El Paso. Listener who identifies the number first, as proved by postmark, receives a new radio set.

SOUTH CAROLINA'S ONLY REGIONAL CBS STATION

WCSC

CHARLESTON, S. C.
1000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

Show for Housewives

GOOD BUY, an entirely new type of show in which housewives and store buyers get a chance to discuss mutual "shopping problems" on the air, has made its debut over KSTP, St. Paul. It is handled by Marjorie Ellis McCrady, women's editor of the *Minneapolis Star-Journal*. One day a week a jury of four housewives is picked to discuss on the air shopping tips and shopping habits; next day a jury of four buyers from outstanding Minneapolis downtown stores give the lowdown, including the latest fashion news with some straight-from-the-shoulder stuff as to who can wear them, how long they're likely to last, etc. Juries are varied each week, with new voices represented each time. Idea has gained excellent response from the stores.

* * *

Cleric's Counsel

THE STORY of life as seen by everyday folk, is the general theme of the *Highway of Heaven*, a new series of transcribed dramatic episodes on KROW, Oakland, Cal. each Sunday at 9:30 a.m. (PST). They are produced by the Rev. Richard Felix, Benedictine missionary of Conception, Mo. The episodes present a typical young couple of today, who ask advice on problems that beset a young couple—such as finding a job, a place to live and how to pay the bills that pile up.

* * *

Home Talent

STATION personalities are interviewed on KTSA, San Antonio, by Lew Lacey on his *Brickbats & Bouquets* program. Lacey tries to bring out that after all, the staff members are only human.

HAH!
Mike says-

"A NATURAL"

—*and when you advertise on WPEN it's a natural, too.*

WPEN PHILA. 1000 WATTS

A RED YOU CAN'T TOUCH, MR. DIES

In fact, no one can touch it for value. It's the Red Network outlet in Richmond, WMBG. A minute spot on WMBG night time costs only $15.00. On the other leading station a minute spot night time costs $35.00. That's making $20.00 on the Red right there.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG—NBC Red Outlet—Richmond, Va.

National Representative—John Blair Co.

WAVE DOESN'T TRY TO STRIKE OIL (Ky.)!

We really don't care much whether or not our programs "strike" the people of Oil, Ky.! We're staying right in our own backyard—the Louisville Trading Area—and reaching the influential market around us. It's a FACT that there are 86% more income-tax payers in the WAVE listening area than in all the rest of Kentucky, *combined!* How'd you like us to tap this rich market for you?

LOUISVILLE'S
WAVE
INCORPORATED
1000 WATTS . . . 940 K.C. . . N.B.C.
FREE & PETERS, INC., REPRESENTATIVES

Hollywood Turns to Radio

(*Continued from page 20*)

dren, a sustaining feature. That concern also owns film rights to "Interim", a one-act play which Tom O'Connell, Cleveland writer, wrote for the WHK Drama Laboratory last year. Leonard-Greene Productions recently made a deal with Columbia Pictures for the latter to release the first short subject in the *Hobby Lobby* series, which follows the pattern of the radio program by that title.

In a deal worked out, Columbia will also screen and release the *Ellery Queen* mystery dramas to be produced by Larry Darmour. Manfred B. Lee and Frederick Dannay, co-authors, are in Hollywood writing the first screen version script of the detective stories. Times Square Productions has obtained film rights to *The First Nighter*, sponsored by Campana Sales Co. on CBS, and will make a series of featurettes based on the radio program.

Boris Morros Productions, has taken a motion picture rights option on the weekly half-hour program, *We, the People*, sponsored by General Foods Corp., (Sanka coffee) on CBS. With Gabriel Heatter and Harry Von Zell featured, Morros plans to make a feature film under that title. Republic Productions has secured film rights to the name *Melody Ranch*, title of the weekly half-hour western series featuring Gene Autry, singing cowboy and actor, sponsored by Wm. Wrigley Jr. Co. (Doublemint gum), on CBS. A motion picture has been written around that title. Besides Autry, other members of the radio show will be included in the film.

Opry and Barn Dance

Republic Studios recently started a second edition of the *Hit Parade*, but there will be no ties with American Tobacco Co. program on CBS, from which the film studio drew inspiration and talent for its first effort. The same studio has made two serials based on both the *Lone Ranger* and *Dick Tracy* radio programs. A third serial of each is now planned. Columbia Pictures also produced a feature length film based on those programs. The WSM-NBC *Grand Ole Opry*, a radio institution for 14 years was given a film version by Republic. The picture premiered in Nashville June 28. Practically all members of the radio program are featured in the film. WLS, Chicago, sold film rights to *National Barn Dance*, and also of the musical comedy serial, *Hometown*, to Republic Studios which made motion pictures built around those radio shows. Republic also made a film based on the *Red Rider* adventures, and *Drums of Fu Manchu.* That studio is currently planning to film *Superman*, now that radio has made it a popular feature.

'Pot o' Gold' Too

Horace Heidt's *Pot o' Gold* program, sponsored by Lewis-Howe Co. (Tums) on NBC-Red, will be made into a full-length feature picture by James Roosevelt Productions. After many delays, it was slated to go into production during the first week of September when Heidt came to Hollywood. Voco Productions, independent unit, has started producing a series of six feature films built around the *Lum & Abner* radio program. The first film, "Dreaming Out Loud", which features Chester Lauck and Norris Goff as *Lum* and *Abner*, comedy rural characters, has been completed. Most recent sponsor of *Lum & Abner* was General Foods Corp. (Postum), on CBS.

Stephens-Lang Productions, is producing a series of feature films following the theme of the CBS *Dr. Christian* program, sponsored by Chesebrough Mfg. Co. (vaseline). Jean Hersholt, featured in the radio series, also plays Dr. Christian in the film versions, which are released through RKO.

Pyramid Pictures, another independent unit, in early June bought for $100,000 rights to film a series of six full-length pictures featuring the radio storekeeper, *Scattergood Baines*, sponsored by Wm. Wrigley Jr. Co. on CBS. Deal was set with Clarence Buddington Kelland, author, who will collaborate on the movie scripts, with production scheduled to start in early September.

A New Technique

There are other major productions under way, with titles and plots taken from radio. Film producers are now utilizing radio as a regular dependable source of screen material. One film executive recently emphasized that radio will soon bring about an entirely new dramatic technique in motion picture production. He also praised radio for departing from standard techniques, and stated that broadcasting innovations warrant closer inspection. For that reason the film industry will continue to take writers as producers, as well as story material and talent from radio.

As for writers, there are many top-notchers in the films today who have been taken from radio. Some had tough sailing in their own field until they clicked with a clever radio program or two. Some were originally radio gag writers, others wrote dramatic scripts, and serials. Kay Van Riper, after several seasons of hard going on the local networks, finally clicked in pictures and is now one of the MGM ace writers, largely on the basis of her "Andy Hardy" film scripts.

At the same studio Albert Mannheimer has moved into the money after coming out of New York radio via the *Good News* program, sponsored by General Foods Corp. (Maxwell House coffee). He was recently placed under a studio term contract. Irv Brecher is another MGM writer who came from radio. Jerry Cady has developed into a prolific screen playwright, turning out picture material first for 20th Century Fox Studios and now with RKO Radio Pictures. Willis Cooper, writer on the NBC *Lights Out* series, has been with 20th Century-Fox, Universal Studios and Paramount.

Others in Demand

Irving Reis, now an RKO director, was for two years a film writer after he left CBS. Harry Tugent who came to the West Coast a few years ago with Fred Allen, remained. He went to 20th Century Fox as one of its top writers, and is now with Universal. Then there are Bill Morrow and Ed Beloin, who get a whack at film writing every time their radio employer, Jack Benny, checks in at Paramount for a picture assignment. They worked on the film, "Buck Benny Rides Again", and are currently writing for the *Love Thy Neighbor* picture, now being produced.

Ken Englund is constantly in demand, with Paramount as his usual

WHO SAID "SHOWMAN-SHIP"?
KGW
KGW-KEX

Bill Mock and Don Kneass with Elsie Viets Jennings, chairman national A.A.U. women's swimming committee.

The KGW-KEX conception of showmanship goes deeper than the "screwball school" of showmanship. It consists of bringing to KGW and KEX listeners colorful, complete and authoritative coverage of every event in which there is a genuine public interest.

KGW and KEX *showmanship* is closely allied to salesmanship. That's just another reason why Portland's *only* newspaper owned and operated stations are your best bet in America's best radio market.

A partial list from the KGW-KEX Special Events department during the summer includes:

Annual Portland Rose Festival.
Oregon Amateur Golf Championship.
Pickup of season's most spectacular fire.
Annual parade of Veterans of Foreign Wars from Corvallis, Oregon.
Oregon National Guard maneuvers.
Airport interviews with such celebrities as Bob Hope, Jerry Colonna, Anna Neagle, Sir Cedric Hardewicke, Stephen Early.
Portland Yacht Club's annual sailing races on the Columbia River.
Astoria Regatta and Salmon Derby.
Junior American Legion Baseball Banquet from Hillsboro, Oregon.
National A.A.U. Women's Outdoor Swimming and Diving Championships.

KGW
620 KC
5000 WATTS DAYS
1000 WATTS NIGHTS
NBC RED

RADIO STATIONS OF THE
OREGONIAN
PORTLAND • OREGON

KEX
1160 KC
5000 WATTS
CONTINUOUS
NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

WHO (ALONE!) for IOWA PLUS!
DES MOINES 50,000 WATTS, CLEAR CHANNEL

DURING THE SUMMER LAYOFF of the NBC *Jack Benny Show*, Don Wilson (right), announcer of the program sponsored by General Foods Corp. (Jell-O), keeps busy working in the western film, "The Round Up", being produced by Harry Sherman Productions. It is Wilson's first starring role, and he discusses it at luncheon with Charlie Smith of NBC Hollywood Artists Service (left), and Harry Sherman, producer (center).

haven. Don Prindle, Hollywood radio gag writer, was added to the RKO staff to write material for the film, "The Day the Bookies Wept", which featured Joe Penner. Owen Crump was a KFWB, Hollywood, writer before joining Warner Bros. Nat Hiken, comedy writer, was also added to the short subjects staff of that studio. Hal Fimberg, onetime radio writer, was assigned by Republic Studios to work on scripts of "The Belle of Atlanta". Paul Conlon, writer-producer of the *Signal Carnival*, sponsored by Signal Oil Co. on NBC Pacific Red, was recently assigned by Republic to write a "Higgins Family" screenplay. Robert Tallman, onetime assistant editor of the *March of Time* program, was brought to the West Coast some time ago by Walter Wanger Productions to do a screen treatment of a popular novel. Dorothy Yost, on the MGM writing staff, is also from radio. Then there is Arch Oboler, the prolific NBC writer, who gives much of his time to screen writing. He recently did a screen version of "Escape", and also "A Woman's Face", for MGM.

The number of picture names who either came from radio or built their reputation there is well known. But few hear of the directing talent taken from the broadcasting industry. Besides Irving Reis, now with RKO, and John Nesbitt, MGM shorts writer-director, there is Clark Andrews, formerly Hollywood producer of Ruthrauff & Ryan, now assistant to Sol M. Wurtzel, executive producer of 20th Century-Fox Studios. Frank Woodruff, now an RKO director, was for many years J. Walter Thompson Co. Hollywood, producer of the CBS *Lux Radio Theatre*, sponsored by Lever Bros. Norman Corwin, CBS New York producer, is now in Hollywood on an RKO directorial assignment. Orsen Welles is also under contract to that studio, and has started to direct his first picture. The films have absorbed still others, taking them from agencies and individual stations throughout the country, as well as from network shows.

Popular for Shorts

Short subject department of Warner Bros. First-National Studios, headed by Gordon Hollingshead, recently announced it will continue to use a heavy proportion of radio performers and commentators, with an average of around one-third of the cast. Hollingshead has found by experience that radio artists are well adapted to film shorts because of their style of delivery. Enumerating performers like Ted Osborn, Knox Manning and John Deering, he declared their microphone diction and facility in punching lines gives the radio commentators and actors a clean edge over others for film shorts.

Wendell Niles, Hollywood announcer on the CBS *Al Pearce & His Gang* program, sponsored by R. J. Reynolds Tobacco Co. (Camels), narrator for a new patriotic short, "Young America Flies", made by Warner Bros. Truman Bradley, announcer and narrator, has a feature role in the Paramount film, "A Night at Earl Carroll's", and also in the RKO picture, "Millionaires in Prison". Since coming to Hollywood from Chicago a short time ago, he has been featured in several film hits, including "Northwest Passage". Sam Hayes, commentator, has had more than 95 picture assignments, and is cast as an announcer in the 20th Century-Fox film, "He Married His Wife".

Neil Reagan, formerly program manager of WOC, Davenport, and now doing summer relief announcing at KFWB, Hollywood, has a spot in the Warner Bros. film, "Tugboat Annie Sails Again". The film features his brother, Ronald Reagan, formerly WHO, Des Moines, announcer, who is now a Warner Bros. contract film player.

Don Forbes, Hollywood commentator on the NBC *Richfield Reporter*, sponsored by Richfield Oil Co., is a football announcer in the 20th Century-Fox film, "Yesterday's Heroes". Knox Manning plays the role of a radio commentator in the film, "Meet John Doe", recently produced by Warner Bros. Don Wilson, announcer on the NBC *Jack Benny Show*, is being starred in "The Round-Up", now being produced by the Harry Sherman Productions. Wilson has appeared in scores of motion pictures, having both minor and major roles. He worked in "Two Girls on Broadway", produced by MGM, and also had a part in the Paramount picture, "Buck Benny Rides Again". Other announcers and commentators who have received film assignments include Ken Carpenter, Warren Hull, Rush Hughes, Douglas Evans, and Fletcher Wiley, to mention a few.

Pat Stanton Sells Film

PAT STANTON, vice-president and general manager of WDAS, Philadelphia, who filmed, produced and served as commentator for "Here Is Ireland", a full-length movie made in Ireland last year, has sold the distribution rights to the film to the Irish American Film Co., New York, at a figure reported to be over $10,000. The picture will have its premiere Oct. 3 at the Belmont Theatre, New York. Apart from his station duties, Mr. Stanton has arranged a lecture series during the winter, speaking before Irish-American groups in the Philadelphia area.

Showmanship that SELLS
in the great
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Market

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NBC
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POPULAR *Station*
Salt Lake City
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...WFBL...
SYRACUSE

... Used by
MORE
National Advertisers
because
Used by More Local Merchants

For every hour that local advertisers used on WFBL last year, they're using an hour and a quarter this year. The reason more local merchants are using WFBL is that they live right in this Central New York area . . . keep a *close check* on sales results. Because they report more people come into their stores . . . spend more money . . . they prove WFBL's large following are *active* buyers!

National advertisers are guided by the experience of these local retail stores. That's why every year MORE national advertisers use MORE time over WFBL. Let WFBL open the door to this active market of buyers for your product—and help you build up new volume profits!

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York.
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.

5000
WATTS DAY AND NIGHT
CBS
Building in Tulsa breaks ten year record — Home Construction at $3,929,715.
Tulsa's
KTUL
FREE & PETERS, Inc.

Designed for Coverage

It may be assumed that station engineers are familiar with the electrical requirements of the vertical antenna best suited to local conditions. The matters of height, shape and insulation, however, closely relate to structural problems with which they may not be so familiar. Let Blaw-Knox engineers help you with these problems. They will be glad to cooperate with you in bringing the coverage of your station up to its maximum. Please feel free to call on them.

BLAW-KNOX
VERTICAL
RADIATORS

BLAW-KNOX DIVISION of Blaw-Knox Company
Farmers Bank Bldg., Pittsburgh, Pa.
Offices in principal cities

Distributor
GraybaR
ELECTRIC COMPANY

Studio Notes

NATIONAL Foundation for American Youth, New York, is offering to supply political debate broadcasts, with speakers, to networks and stations, for sustaining use. Purpose is to enlighten the estimated 9,000,000 young people who will be casting Presidential ballots for the first time. The non-partisan foundation hopes radio will cooperate to cover the nation as "public service". NBC carried a quarter-hour debate Sept. 10 which Gene Tunney, chairman, conducted.

WLS, Chicago, made the first public announcement of the typical midwest farm family, chosen by *Prairie Farmer* in cooperation with the New York World's Fair on the *Dinnerbell* program Sept. 19. Winners were Mr. and Mrs. Maurice E. Deal, Christian County, Ill. The parents and their 16-year-old daughter and 15-year-old son all participated in the broadcast. They won a trip to the Fair and a week's living in the typical American home at the fairgrounds.

WMEX, Boston, followed the Boston College team to New Orleans Sept. 28 to pick up a 1,600-mile remote broadcast of the football game with Tulane.

THREE members of the staff of KDON, Monterey, Cal., are teaching radio. Bob Pinkerton, production manager, has been named instructor in the Monterey Evening Adult School. Reed Pollack, Salinas manager, is resuming his radio class in the Salinas Evening Adult School, and Ad Fried, Santa Cruz manager, is starting his third year of teaching radio in the Santa Cruz Evening School.

WHBF, Rock Island, Ill., has concluded its fifth annual softball tournament, running Aug. 11 to Sept. 15, with $500 in prizes for the 705 players entered. Teams came from cities up to 100 miles away. Some 6,000 paid 25 cents admission to see games, with sponsors carrying two games a day.

ON HIS *Morn Patrol* Al Bland, of WCKY, Cincinnati, is suggesting that listeners send "Dimes for Deliverance", the proceeds to be used to buy an ambulance for British service. The plan is approved by the local Bundles for Britain chapter.

TO SERVICE its large adjacent agricultural area, KIEM, Eureka, Cal., has started a daily quarter-hour program, *Redwood Farm Journal*, which gives a noon roundup of farm news.

ENTIRE SPORTS staff of *The Chicago Tribune* is unearthing features and gathering facts for *At the Sports Desk with Bob Elson*, thrice-weekly quarter-hour feature which started on WGN, Sept. 23. Arch Ward, sports editor of the newspaper is collaborating with Bob Elson in writing the series which covers every phase of sports from football to ping pong.

Larynx Derby

FIRST "singing convention" ever broadcast on a network originated Sept. 22 for CBS by WBT, Charlotte. WBT picked up for the network a half-hour of the Annual Southeastern Singing Convention, held in the local Armory Auditorium and Stadium, and which drew about 25,000 watchers and participants. Singers from 14 States participated in the convention, which offered continuous singing from 10 a.m. to 6 p.m.

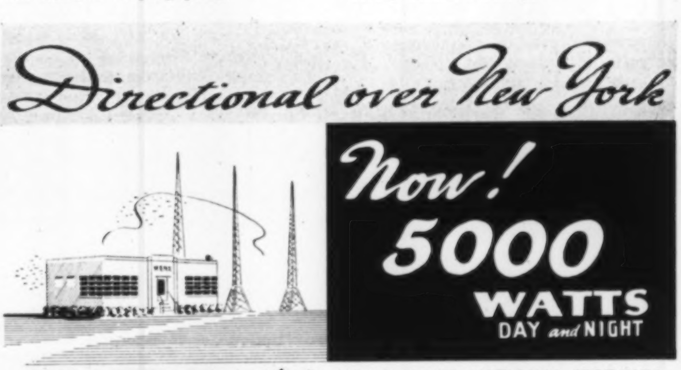
COURSES for teachers and professional radio workers will be offered this fall by the Radio Council of the Chicago Public Schools in cooperation with Lewis Institute, a division of the newly-formed Illinois Institute of Technology. Harold W. Kent, director of the Council, will teach Radio Education, a general course. Production and rehearsal of programs will be taught by O. J. Neuwerth, production head of the Council. Writing classes will be under the supervision of George Jennings, continuity editor of the organization.

THE National Corn Husking Contest in Davenport, Ia., Oct. 30 will be covered by Charles Worcester, WNAX farm director, for KSO, KRNT, WMT, and WNAX, Cowles stations.

MINNEAPOLIS Auditorium was packed within an hour and the SRO sign went up when KSTP and Pepsi-Cola staged a special Ladies Night in conjunction with the Minneapolis Roller Derby. Using six announcements to call attention to the free admission for each woman bringing two bottle caps, the event drew 2,896 within an hour. Because 750 had to be turned away, a second night was staged with another packed house.

SECOND semester of the NBC Central Division continuity school will open Thursday, October 3, under the direction of William Murphy, continuity editor. Employes who attended the first semester for script writing will continue in an advanced course of study and writing. New enrollees will begin with the fundamentals and will be advanced in accordance with the ability of the individual.

WBBM, Chicago, on Sept. 27-29 stationed its Mobile Air Theatre at the Fort Sheridan military reservation, as a base for military announcers who described a three-day military show for spectators over the public address system. Proceeds of the show went to the Army Relief Society.


Directional over New York

Now!
5000
WATTS
DAY and NIGHT

WBNX
YOUR BEST NATIONAL SPOT BUY
A NEW APPROACH TO THE NEW YORK MARKET

JANSKY & BAILEY, pioneer consulting engineering firm, observed its tenth anniversary at a staff dinner in Washington Sept. 11. When the firm was organized on Sept. 1, 1930, there were only three in the organization— C. M. Jansky, Jr., Stuart Bailey, and Mrs. D. C. Deitrick, secretary. The staff now numbers 14, of whom 10 are engineers. The ladies (clockwise) are: Mrs. L. M. Poast, Miss M. Lum, Mrs. G. M. Lohnes, Miss M. Corliss, Mrs. S. L. Bailey, Mrs. C. M. Jansky, Jr., Mrs. Deitrick, Mrs. W. E. Markey, Mrs. R. H. Culver, Mrs. M. M. Garrison. Standing (l to r): L. M. Poast, D. C. Ports, Mr. Bailey, Mr. Jansky, M. V. Holley, O. W. B. Reed, Jr., F. T. Mitchell, Jr., G. M. Lohnes, R. H. Culver, M. M. Garrison, W. E. Markey.

OFFICIALS of Glendive, Mont., invited Rollie Johnson, sports announcer of WCCO, to trek the 700 miles from Minneapolis to dedicate their new athletic stadium Sept. 21. The week before he dedicated the athletic field at Excelsior, Minn., a stone's throw from Minneapolis. Johnson is heard six nights weekly at 10:30 p.m. over WCCO in "*Sports Through the Keyhole*".

ROCKS hurled by an elderly man crashed through the window of KSD's Studio B control room on the main floor of the *St. Louis Post-Dispatch* building. The man, annoyed at the *Post-Dispatch* editorial on the sale of U. S. destroyers to England, was caught by Joe Evans, announcer, but meanwhile he had shattered two other large windows.

WIBC, Indianapolis, has renewed its thrice-weekly public school programs, directed by Blanche Young, school radio director. Each program-lesson is heard by 10,000 pupils, and is part of the regular school work.

THE news commentaries of Fred Henry and Clete Roberts, titled *Let's Talk Over the News*, have been extended from KMPC, Beverly Hills, to include KOY, Phoenix; KTUC, Tucson, and KSUN, Lowell, Arizona Network stations.

WINS, New York, has issued a new, simplified rate card, with rates standardized, but not increased, base rates remaining at $225 per evening hour and $150 per daytime hour.

PRIZE for the best job of utilization of CBS *American School of the Air* in Minnesota for 1939-40 term will be awarded to Oak Knoll school in rural Hennepin county Sept. 24 by Max Karl, WCCO educational director. Karl will make the presentation at a PTA meeting, giving the principal, Miss Isabel Cook, the radio set to be used in the classes. Ninety schools were registered in the competition last year. Award was based on most thorough job of lining up visual aids and correlative reading material to go with the *School of the Air* broadcasts.

ONLY those with previous training in radio script writing are eligible in a new class at the U of Cincinnati Evening College, continuing the elementary course first offered last year. Arthur Radkey, assistant educational director of WLW, will be instructor in both elementary and advanced courses.

A PROGRAM-NAMING campaign was staged by WSB, Atlanta, for its agricultural service. Of hundreds of entries, *Dixie's Farm Hour* was selected. Entrants submitted letters criticizing and offering suggestions for the farm hour.

AVERAGE increase of 52% in national spot revenue is claimed by WWL, New Orleans, for the first seven months of 1940.

Official Praise

KGVO, Missoula, Mont., has received official praise for recent aid to the Forest Service during one of the worst fire seasons in the history of the Service. Recalling that lookouts and crews in the Deerlodge National Forest around Missoula often listen to KGVO during their lonely vigils, the forest supervisor asked the station to announce on the evening Texaco newscast that an isolated crew was needed at the remote scene. The crew heard the broadcast and went immediately to the designated station.

FOR PERSONS who cannot go to class, WNEW, New York, is broadcasting condensed lectures of a complete New York U course in "Government and Administration of New York City". Classroom lectures, delivered Thursday evenings by leading city officials, run for one hour and three quarters. When finished, the lecturer condenses his talk into a quarter-hour script which he broadcasts half an hour later at 8:15 from the classroom. Course runs 15 weeks. Dr. H. M. Partridge, director of university broadcasts, is director of the programs.

FIVE years ago WLW, Cincinnati, adopted the practice of signing off with the National Anthem, which has been played 1,840 times. In recent months it also has been heard at noon and at midnight when the station shifts to 500 kw. experimentally as W8XO.

KGVO
MISSOULA, CAPTURES
A LOT OF CUSTOMERS
IN MONTANA

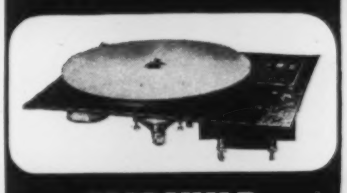
PHILADELPHIA *Daily News* has bought local rights to "Zingo," new sound effects game fashioned after bingo and syndicated by transcriptions. In addition, the *News* inaugurated a question-and-answer period nightly on WPEN on the draft bill, supplementing queries published in the newspaper. The paper also sponsors a daily hillbilly program on WDAS, all the programs arranged for on time-for-space swaps with the stations. The *Philadelphia Record*, also on a time-for-space arrangement, returned its *9 O'Clock Scholars* quiz fashioned after *Information Please* to WIP on Sept. 18, with Robert S. Allen, of the Washington Merry-Go-Round, as guest for the first of the weekly shows.

WCAU, Philadelphia, played a prominent part in getting machinery started for the Federal draft on Sept. 17 when it cancelled the opening of a new *Philadelphia Prepares* series and turned the time over to Col. Nicholas Biddle, in charge of conscription for that area. A special script was hurriedly prepared by Joe Connelly and Joe Gottlieb, of the station staff, incorporating a four-minute speech by Col. Biddle appealing for volunteers to act as workers on conscription. The quarter-hour script, which incorporated a dramatization and a question-and-answer explanation of the draft, was submitted by WCAU to the NAB with the suggestion that it be made available to all other radio stations.

SPOT BOOKINGS on WENR, Chicago, for the month of September are 117% ahead of last year, and bookings on WMAQ, Chicago, are 34% ahead, according to M. M. Boyd, local and national spot sales manager for the NBC Central Division. Combined increase in bookings on both stations is 52% ahead of September billings a year ago, Boyd announced.

XEQ, Mexico City, starts its first series of full-length dramatic serials Oct. 1 with *Gods of Banghah*, a Script Library show, to be translated into Spanish and to run 13 weeks.

Precision Built for Perfect Performance . . .



FAIRCHILD TRANSCRIPTION TURNTABLE
for Wow-Free Reproduction

Precision construction insures higher-fidelity reproduction — and this Fairchild Unit 227 eliminates wow, speed variations, and vibration.

Dynamically balanced 16-lb. cast-iron turntable is driven by synchronous motor through two-speed adhesion drive. Fairchild floating motor assembly eliminates objectionable motor vibration.

Smaller tolerances, careful assembly and laboratory testing protect every Fairchild user. Write for literature!

"...it had to satisfy Fairchild first"

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Sound Equipment Division
AVIATION CORPORATION
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OIL . . . WHEAT . . .
CATTLE . . .
MINES . . .

Make Western Canada a Rich Sales Territory . . . NOW!

Oil has "come in" in Western Canada . . . production in her mines and smelters is rapidly increasing . . . farm crops have reached a new high, both in volume and price. All these things — together with the added impetus of huge war orders — are creating new wealth in the foothills of Western Canada. It is a good time to increase sales of established lines or to obtain a profitable market for new products.

Secure your share of this wealthy market by placing your programme on:

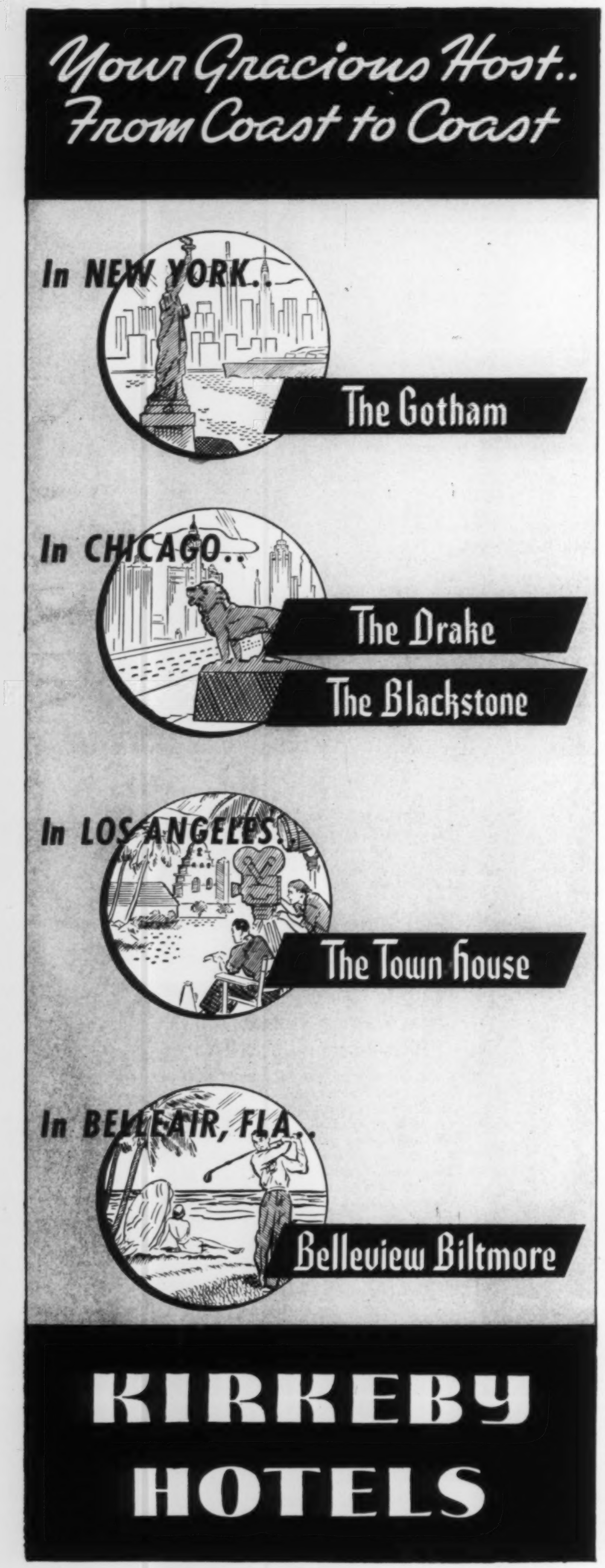
THE ALL-CANADA FOOTHILLS GROUP
(All Basic CBC Stations)

CKCK	REGINA, SASK.
CHAB	MOOSE JAW, SASK.
CJOC	LETHBRIDGE, ALTA.
CJAC	CALGARY, ALTA.
CJCA	EDMONTON, ALTA.
CJAT	TRAIL, B.C.
CKOV	KELOWNA, B.C.

First in Listener Preference
Write for Audience Figures

Representatives:

U.S.A.-WEED and COMPANY
CANADA - All-Canada Radio Facilities Limited


Your Gracious Host.. From Coast to Coast

In NEW YORK.. The Gotham

In CHICAGO.. The Drake
The Blackstone

In LOS ANGELES.. The Town House

In BELLEAIR, FLA.. Belleview Biltmore

KIRKEBY HOTELS

City College, New York, Expands Radio Course By Adding New Topics

RADIO curriculum of the City College Radio Workshop, New York, which begins its third year this month, has been expanded to include six courses, three to be given in the fall semester, three in the spring, under the direction of Seymour N. Siegel, director of programs of New York's municipal broadcasting system, and Nancy Davids, formerly radio consultant at New York U.

FM broadcasting will be given consideration for the first time in this year's courses. In the fall Dr. Siegel will conduct a course in "Radio Survey and Station Practice" and another in "Production", while Miss Davids will have charge of a script writing course.

Practical station management and current theories of broadcasting, including FM, are covered in the survey and station practice course. Among five guest lecturers scheduled to appear are Julius Seebach, vice-president in charge of programs at WOR, Newark, and Dr. Frank Stanton, manager of the CBS research division.

The production course deals with the problems of the actor and director and with all phases of dramatic programming. One of four guest lecturers scheduled is Walter Pierson, director of the CBS sound effects department, who will emphasize the special sound effects needed for FM broadcasting.

The script writing course will stress ways to sell scripts and preparation of experimental types. Finished scripts will be developed by the production class and made into recorded programs. Guest lecturers will be Stockton Hellfrich, assistant manager of the NBC script department, and Kenneth Webb, writer and producer of BBDO, New York.

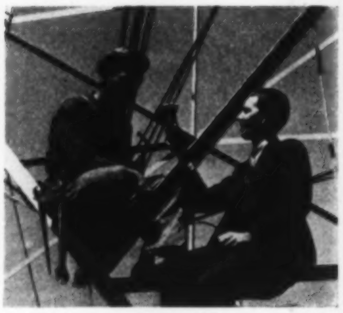
All-America Football Parade

FOOTBALL forecasts by college coaches are being broadcast on the *All-America Football Parade* which began its sixth weekly series on WHN, New York, Sept. 26. Program is heard Thursdays from 9 to 9:30 p.m. Series is produced by the National Youth Administration, New York, in cooperation with the station. Dr. Marvin A. Stevens, New York U coach was guest on the first program. Other guests, chiefly coaches at city institutions, include Benny Friedman, City College of N. Y.; Lou Little, Columbia; Lou Oshins, Brooklyn, and Herb Kopf, Manhattan.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York



A RIVET-BY-RIVET account of the construction of the new 408-foot antenna for KWFT, Wichita Falls, Tex., is in progress here as Program Director Dick Nauman interviews one of the erectors. The station broadcast a series of programs direct from the antenna site, with operation scheduled for Oct. 1, when the station increases its power to 5,000 watts day and 1,000 watts night.

Lauded by U. S.

TRIBUTE to the broadcasting industry for its active work on behalf of the National Defense Employment Program was paid Sept. 21 by the U. S. Civil Service Commission in an announcement revealing that nearly 90,000 positions have been filled in the War and Navy Departments since June, 1940. "Through the cooperation of the NAB," the Commission announced, "current needs for workers are revised weekly and are brought to the attention of an estimated 50,000,000 Americans daily over the air."

Babbitt Spots

B. T. BABBITT, New York, is starting a spot campaign for Bab-O, using three morning quarter-hours of Transradio News on WOR, Newark, a week, and five weekly one-minute announcements weekly on WFBL, Syracuse, and WBNS, Columbus, O., placed through Maxon Inc., New York. Spot broadcasts supplement the sponsor's daytime serial, *David Harum*, broadcast five mornings weekly on NBC-Red.

A NEW 15¼-inch high-fidelity speaker has been announced by RCA, for use in large rooms. It handles 15 watts and is designed for use under conditions of high noise level. It is model MI-6237. A new accordion-edge baffle mounting four seven-inch speakers also is announced. It is MI-6224, and is cut for four RCA MI-6234 speakers.

WFBG
ALTOONA, PA.

- NBC RED
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

Many Big Cities Active on the Air

Survey Shows Extent Radio Is Used by Municipalities

TO PLACE the relationship between local government and the citizen on a closer basis, 46 cities of 50,000 or more population are now using radio programs of various types, a survey recently completed by the International City Managers' Assn., Chicago, reveals.

Most frequently used are discussions of various offices by city officials, interviews, roundtable meetings and dramatized reviews of work and progress. Civic orchestras, choral groups and clubs also come in for full quotas of air time. Five cities—New York, Camden, St. Petersburg and Jacksonville, Fla.; Dallas—have municipally-owned stations. Until last year, Atlantic City also had its own station.

Regular Series

The survey showed that 38 cities for the last year or so have had regularly scheduled programs on the air. Included in this group are some that have been on for two or more years. In eight, however, only special campaigns, such as fire prevention weeks, tax collections, explanation of bond issues, citizen cooperation campaigns,, health and safety department endeavors, and the many "special" periods proclaimed by mayors or other officials, call for program series.

It was found that in 28 cities participants in broadcasts are selected on the basis of position, such as mayor, councilman or department head. In most cases these persons are responsible for inaugurating municipal programs. Preferred time on the air, the study shows, is between 6 and 9:30 p.m. Twenty-two of the cities have programs on the air during these hours, while several have noon-hour programs and mid-morning or mid-afternoon broadcasts.

Hundreds of stations have occasional municipal programs but only those scheduling broadcasts at regular intervals were considered by the survey. Cities having populations less than 50,000 were not considered.

Cities using radio regularly from 2 to 20 times per month are: Akron; Austin, Tex.; Berkeley, Cal.; Boston; Buffalo; Dallas, Chicago; Cincinnati; Cleveland; Dayton; Grand Rapids; Knoxville; Lancaster, Pa.; Lincoln, Neb.; Los Angeles; Lowell, Mass.; Louisville; Miami; Memphis; Milwaukee; New Haven, Conn.; Minneapolis; New York; Oakland; Pasadena, Cal.; Roanoke; Rochester, N. Y.; St. Paul; Springfield, Mass.; San Francisco; Toledo; Utica; Wichita. Cities using radio irregularly include: Asheville, N. C.; Atlanta; Camden; Charleston, W. Va.; Denver; Flint; Glendale, Cal.; Kalamazoo, Mich.; Norfolk; Philadelphia; Portland; Racine, Wis.; Schenectady, N. Y.

WJJD, Chicago, on Sept. 26 resumed its daily quarter-hour *Courthouse Reporter* series direct from the Criminal Courthouse. Jack Drees, special events announcer, conducts the series 11:15-11:30 a.m. It consists of interviews with traffic violators present to appear in Safety Court.

HEY, YOU! TURN IT DOWN!

Portable Sets of Baseball Fans Bring Worries To the Broadcasting Boys

IRONIC FATE, in the person of "wired-for-sound" baseball fans, has arisen to plague sportscasters, according to an observation by Rud Rennie, pinch-hitting in Richards Vidmer's regular "Down in Front" column in the *New York Herald Tribune*. Noting that 52 fans arrived at Ebbets Field, Brooklyn, one night in August carrying portable receivers, Mr. Rennie chronicled the difficulties experienced thereby by Red Barber, who along with Al Helfer traces the play-by-play of Brooklyn Dodgers' games for WOR.

"In the course of his duties one afternoon, while talking briskly into the microphone, telling millions of non-paying customers what was happening on the ball field, he found himself in competition with his own voice," Columnist Rennie related. "Someone had a portable radio going full blast close to the broadcasting booth. Mr. Barber could not concentrate. He was being assailed by his own broadcast. Even when he lost patience and said, "I'll have to do something about this", his words came back at him and mocked him.

An Ironical Twist

"It is ironical that a radio broadcaster should be annoyed by a radio broadcast, particularly his own; it is understandable. Red complained to Larry MacPhail, president of the Dodgers. The incident drew attention to the unbelievable number of persons who carry radios to ball parks and tune in on the ball game they are watching.

"There are still a number of old-fashioned paying customers who have been supporting baseball for years who don't want a radio blaring at them while they watch a ball game. They also complained about the habits of the radio fans, objecting chiefly to having to listen to a report of a game other than the one they were watching. This must be annoying, like going to see 'Hellzapoppin' and having a guy in an adjoining seat with a radio giving a blow-by-blow on 'DuBarry Was a Lady'.

Wired for Sound

"MacPhail, startled by the fact that radio fans were coming to his park, but with their radios, promptly took steps. He lay awake one whole night dreaming of 30,000 persons in Ebbets Field, every one with a radio going full blast and his ball game going to pieces. This convinced him he would have to do something in defense of sanity. MacPhail passed the word along that fans wired for sound would not be allowed in Ebbets Field. Even so, on the first occasion, the night game between the Giants and the Dodgers, 52 portable radio sets were taken away from fans at the doors and checked, thereby adding to the complexity of getting in and out of Ebbets Field.

"But MacPhail has been so busy tackling this problem that he really has not had a chance to give it any constructive thought. When he does, he probably will set a vogue —a radio outlet under every seat, with the old headphones for reception. With this device any ball park can be thrown open to customers even when the team is on the road. Call the place a 'Baseball Radiotorium, basket parties welcome'. And the problem of getting baseball's radio fans into the ball parks will be solved. There will be nothing happening on the diamond to confuse them. Everything will be swell."

Sponsors 'Today's Sports'

HARRY BLUM'S NATURAL BLOOM Inc., New York (cigars), has started sponsoring *Today's Sports* on WMCA, New York, Monday through Saturday, 6:30-6:45 p.m. Conducted by Joe O'Brien, sports commentator, the program includes a reenactment of sports highlight of the day as well as late sports flashes and scores. Each day the sponsor gives a radio to the first person correctly answering three sports questions asked on the program. Series was placed through Milton J. Adler Co., New York.

Sponsor-Agency Guests

EVELYN STARK, radio director of Hays MacFarland & Co., Chicago, and Doris Rich, home economist of Northwestern Yeast Co., Chicago, were guests Sept. 28 on WLW, Cincinnati, during the weekly *Homemaker's Review* conducted by Jane Sheridan. Northwestern started a program on WLW Oct. 1, titled *Songs of a Dreamer*.

Baume Bengue to Place

THOMAS LEEMING & Co., New York, will use spot radio for Baume Bengue in a fall and winter campaign to begin in October. One-minute live announcements will be broadcast from five to 12 times a week on approximately 70 stations, placed through Wm. Esty & Co., New York.

Studying Audience Reactions

WOMEN's Institute of Audience Reactions, New York, organized to determine women's tastes in motion pictures, has entered the radio survey field as well and will make surveys in both fields for advertisers and agencies. Mrs. Agnes M. Grew, director of the Institute, has lined up women throughout the country who have agreed to send back mail questionnaires.

Beans Bring Gold To ILLINOIS

Soybeans are an important part of the crops that yield $200,000,000 annually in the rich WSOY area. This market also includes more than 1,000 manufacturers. WSOY reaches a dual market, **doubly effective** for all types of campaigns.

250 watts
1310 on your dial

DECATUR, ILLINOIS
WSOY

$60,000,000.00 FOR WICHITA AIRPLANES!

Untold Millions in Orders for Wichita Aircraft Yet to Come

IN WICHITA

The Only Full-Time CBS Outlet for Kansas

- STEARMAN
- BEECHCRAFT
- CESSNA
- CULVER
- SWALLOW

NOW . . Nearly a Billion Dollar Market . . Tell Your Story to These 300,000 Radio Homes in Kansas and Northern Oklahoma Through the "Station With the Programs"

KFH in Wichita

That Selling Station for Kansas and Northern Oklahoma

CBS. 5000 DAY . . . C.P., 5000 NIGHT. Call Any Edward Petry Office

Favorite Serials Chosen by Women

'Vic & Sade' at Top in Survey Of National Committee

FINDING that women prefer daytime serials "complete in each issue" and true to life, rather than melodramatic sequences, the Women's National Radio Committee announced Sept. 27 that *Vic and Sade* headed the list of favorite daytime programs among women in 48 states, according to a survey just completed.

Women the country over, the survey revealed, selected the Proctor & Gamble NBC-Red serial as first on the list primarily because it is presented "complete in each broadcast" and is "also about people like ourselves".

There is the widespread feeling among women that there are too many serials on the air, the Committee announced. Preference was expressed for more music as a substitute. Considerable criticism was voiced against "love triangle" programs. There was unfavorable reaction to the "continuous monotony" of radio voices in daytime "washboard dramas".

Only 2% of the women canvassed found advertising in the daytime programs "offensive". There was adverse reaction generally, however, to the amount of commercial copy, though overall comment was that the commercials were not offensive.

In all, 76 daytime programs were commented upon by women listeners. Of these 12 were mentioned by more than 40% of the participants. The programs, in order of their popularity, were: *Vic & Sade, Pepper Young's Family, Story of Mary Marlin, Ma Perkins, Road of Life, The Goldbergs, Kate Smith Speaks, Hilltop House, Myrt & Marge, The O'Neills, Betty & Bob* and *Scattergood Baines.*

The survey was conducted by Mrs. Marion M. Miller, vice-chairman of the Committee and Mrs. Samuel Kubie, survey chairman.

Ad Club Radio Clinic

EUGENE S. THOMAS, sales manager of WOR, Newark, and William Boetcker, associate director, Madison Square Boys' Club, will direct a series of six lectures in February to about 600 students in the Radio Productions Clinic, a part of the Advertising and Selling Course conducted by the Advertising Club of New York. Sessions begin Feb. 10 and continue Mondays and Thurqsdays in the station's largest studio. Lectures will be given by Julius F. Seebach Jr., WOR vice-president in charge of programs; Robert A. Simon, WOR director of continuities; Roger Bower, producer-director; Max Wylie, CBS director of scripts; Robert T. Colwell, of the radio department of J. Walter Thompson Co., New York; Edward M. Kirby, NAB director of public relations

Borden's Participations

BORDEN Co. Sales Division, New York, has placed one-minute participating announcements for Chateau Cheese on WSYR, Syracuse, and WBEN, Buffalo. Others may be added Borden also plans a spot campaign in Washington, Philadelphia and New England for its cocktail spreads. Agency is Young & Rubicam, New York.

ONCE RECOGNIZED as the "super FCC", and still the tribunal sitting in judgment directly over actions of the FCC is the U. S. Court of Appeals for the District of Columbia, which is ranked on a part with the various circuit courts. In this official photograph, one of the few since the court's membership was increased in 1937 are: (bottom row, l to r), Associate Justice Harold M. Stephens; Chief Justice D. Lawrence Groner, and Associate Justice Justin Miller. (Top row), Associate Justice Henry W. Edgerton; Associate Justice Fred M. Vinson, and Associate Justice Wiley Rutledge.

Policy of the Networks On Politicals Explained

FOLLOWING the action of the networks in scheduling Communist candidate broadcasts during the current election campaign, Niles Trammell, NBC president, speaking for all the networks, has issued the following statement:

"Our policy is, and always has been, to treat political broadcasts according to the letter and the spirit of the Communications Act, passed by the Congress of the United States in 1934. The Act says, among other things:

"'If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect: provided that such licensee shall have no power of censorship over the material broadcast under the provision of this paragraph. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.'

"The law is clear. It will be seen that the broadcasters cannot carry the political broadcasts of the Democratic and Republican parties without automatically being obligated under the law to carry the broadcasts of other political parties. Only Congress can alter or amend the radio law under which broadcast licensees are operating."

Bay State Politics

A SERIES of 13 political talks on three stations in Massachusetts has been scheduled by the Republican State Committee of Massachusetts. Eleven of the series will be quarter-hours, which began Sept. 28, and two are half-hours on Nov. 3 and 4. Stations carrying the series in a special hookup are field and WORC, Worcester, all CBS outlets Harold Cabot & Co., Boston, placed the series.

NBC on Sept. 27 sent to the trade the first number of a new publicity feature, *NBC Defense News*, a 5-column illustrated tabloid-size sheet printed on one side. The sheet contains matter about defense programs.

Govt. ASCAP Probe

(Continued from page 17)

would waive many thousands of dollars of fees owed by stations in Washington and in Montana to obtain the permanent injunction. The State's position, in this connection, was regarded as one wherein it did not feel it could permit stations to lose all the money that would result if litigation involving the validity of the Washington statute were continued.

The agreement between the Attorney General and ASCAP on the consent decree was regarded as an unusual action by legal observers. Seldom in legal annals, it was pointed out, do parties affirmatively ask a court for a permanent decree in the plaintiff's favor. Moreover, some questions was raised about the force of a consent decree entered upon stipulation.

In a nutshell, the strange sequence of events was described as a situation under which the Attorney General and certain radio stations, through Mr. Davis, proposed to consent to the entering of a decree enjoining a State statute as unconstitutional because the parties attacking that statute have agreed to a cash settlement with some of the citizens of the State for whose protection the statute was enacted.

Contempt Charged

Opposing the consent decree move was Clark R. Belknap, Seattle attorney who formerly represented ASCAP. He charged that contempt of court had been committed through publication on Aug. 5 in a Hollywood magazine of the agreement on the consent decree He charged that all those named in the article were guilty of contempt and the the tribunal should first ascertain whether the article revealed a true state of facts.

The petition asked that the court appoint a suitable person to take the deposition of Sid Silverman, publisher of *Daily Variety*, and of such other persons as necessary to ascertain whether or not an agreement had been reached as told in the particular story to have the Washington Copyright Act of 1937 declared unconstitutional.

Also pending before the court was a pleading of Smith Troy, Washington Attorney General, that the court issue an order as follows:

"1. Authorizing the withdrawal or striking of the exceptions heretofore filed herein by petitioner to the Special Master's report filed herein, for the reason and upon the ground that petitioner is now convinced that said exceptions and each thereof are not well taken and that the court affirm the findings and report of the Special Master to the effect that the jurisdictional amount requisite to this court's jurisdiction has been established.

"2. That the prayer of the complaint of complainants for a permanent injunction be granted, for the reason and upon the ground that the act under attack is in fact and in law violative of the provisions of the United States Constitution."

COURT DROPS SUIT ON QUIZ PROGRAM

SUIT of the American Broadcasting Co., operating WOL, Washington, against the Wahl Co. (fountain pens) and the Milton F. Biow Co., advertising agency, alleging copyrigt infringement and unfair competition, was dismissed Sept. 27 by Judge Samuel Mandelbaum, of the U. S. District Court in New York, but with leave to the station to amend one cause of the action.

WOL had entered suit on the ground that the pen company and its agency had started its program *Take It or Leave It* on CBS at about the time WOL, which owns the rights to *Double or Nothing* was closing a contract with Brown & Williamson Tobacco Co., for network sponsorship of the program. It claimed that this transaction was killed when Wahl started the CBS program.

In its Sept. 27 action, the court threw out the unfair competition plea, but gave WOL permission to amend tis suit on the copyright infringement issue. Wililam B. Dolph, executive vice president of WOL, initiated the litigation.

Having a direct bearing on the litigation is the sponsorship of *Double or Nothing* over a 103-station MBS network by White Laboratories (Feenament) beginning Sept. 29 [see page 34], placed by William Esty & Co.

Billings Joins WCKY

Mr. Billings

FORD BILLINGS, sales manager of WOWO and WGL, Fort Wayne, will leave that post Oct. 15 to join WCKY, Cincinnati, as commercial manager, it was announced Sept. 27 by L. B. Wilson, operator of WCKY. He succeeds E. C. Krautters, resigned. Mr. Billings entered radio in its early days, first as manager of WTIC, Hartford, then as manager of WGR, Buffalo, and then as director of WLW, Cincinnati. He left WLW to enter the transcrpition field, then joined KSTP, St. Paul as sales manager. Resigning, he became Hearst Radio director for the Pacific Coast and in February, 1939 joined the Westinghouse Fort Wayne stations.

Radio, Press Cooperate on West Coast

Two Media Are Mutually Helpful Under New Relationship

By DAVID GLICKMAN

SINCE Pacific Coast newspapers yanked their radio columns more than two years ago, and refused to cooperate with the industry, stations and networks have devised various measures to get their programs and special features publicized. Ingenuity of the publicity and promotion departments has been called upon many times for new ideas.

As a result many stations and the networks too, are doing a better job than ever before, getting a generous amount of free space in those same publications. In many instances they have worked out happy cooperative arrangements. In addition, the networks have found other new ways and means of publicizing their shows and personalities at reasonable cost.

Around San Francisco

Although the majority of San Francisco area stations have enjoyed cooperative promotional deals with daily newspapers in recent months, the outstanding plan is that of KPO-KGO, NBC outlets. When A. E. Nelson, NBC San Francisco manager, took over those stations last year, he went to work immediately to clear up the anti-radio situation, and made a deal with both the *San Francisco Chronicle* and *News*, affiliations which are proving satisfactory.

Both newspapers run daily stories for the stations, and on Sunday the *Chronicle* devotes considerable space to a special NBC feature. The stations in turn cooperate by plugging special events sponsored by those publications and by giving spot announcements for features of paramount interest to the newspapers.

In addition the NBC San Francisco stations have a tie-up with *Fan Fare*, weekly magazine with a circulation around 100,000 distributed through Northern California independent grocers and supported by advertising. The network stations get a special play in the magazine and in return Helane Peters, radio editor, has a weekly quarter-hour interview program on KPO. Other San Francisco stations had straight trade-deals with local newspapers, but for the summer months the arrangement has been suspended, but will be resumed in fall, by mutual agreement.

Meanwhile, when deemed practical, stations buy space on the radio page of local newspapers to advertise programs. KYA has a reciprocal arrangement with *San Francisco Life* and *Pacific Coast Review*, monthly magazines, in which display space is given in return for spot announcements. KFRC has a similar deal with the latter publication. Practically all San Francisco Bay stations are giving the *Shopping News* gratis spot announcements for its twice weekly radio page, the only one of its kind in that area.

KROW, Oakland, has an arrangement with the *Oakland Post-Enquirer*, and is using display space daily on the radio page in return for spot announcements. KLX is owned and operated by the *Oakland Tribune* and gets full cooperation. KRE, Berkeley, has a tie-up with the *Berkeley Gazette*, which uses special features on radio.

NOT A SEASICK MEMBER in the party. So reported Seymour Johnson, KFI-KECA, Los Angeles chief operator, after a weekend cruise in Southern California waters with this group from the stations on his 107-foot yacht *Seyelyn*. They are (l to r, standing): Ernest Wilmshurst, engineer; Mrs. George Curran; Mrs. Wilmshurst; Mrs. Emil Meyers, audience mail dept.; Dorothy Graham, program; Mrs. Lloyd Jones (rear, with beret); Ray O'Leary, Harriet Bevington, auditing; Mrs. Arthur Brearley, wife of NBC Hollywood engineer; Lloyd Jones, engineer; George Curran, research; Thelma Todd, auditing; Jack Leonard, Charles Mylnek, Ernest Felix, auditor; Emil Meyers; Mrs. Lyman Packard. Seated (l to r) Anthony Bernal, studio maintenance; James Wright, engineer; Seymour Johnson, chief operator and host; Theresa Aezer, music librarian, and Mrs. Bernal.

And the Weeklies

Then there are more than three score district newspapers, weekly and bi-weekly, in the San Francisco Bay area, which give space to radio and use a bit of art. In addition, stations in that region are using trailers in neighborhood movies. Both NBC and CBS go in for window displays on an elaborate scale. CBS ties in its affiliate, KSFO, in its displays. KROW also uses such promotion extensively.

The *Sacramento Bee* cooperates with KFBK, that city, and the same condition prevails in Fresno, where McClatchy also operates the *Fresno Bee* and KMJ. In both communities the newspapers carry station logs and daily radio columns with a full page of radio news and pictures on Saturday. All unsponsored news is credited to the newspapers, and the tie-in plugs urge listeners to read the publications for further details.

Both stations plug the classified and other departments of the newspapers and in return receive display space. Whenever the newspapers have special promotional stunts the respective stations are used to plug them. Katherine Kitchen, home economics director of KFBK and Irma Giffin Gregory, who conducts a similar program on KMJ, have daily signed columns in their respective affiliated newspapers.

In Southern California

First of the current series of rapprochements between radio and newspapers in Southern California was the deal made by the *Los Angeles Times* and KNX, Hollywood, the CBS-owned and operated station, which provides for an exchange of space for time. Concluded in October, 1939, this trade deal was used by the station in a series of 30 dominant space advertisements to promote its war news and special events, while the newspaper received spot announcements in return to stimulate circulation.

This liaison blossomed into joint sponsorship of a KNX-*Los Angeles Times* Salvation Army Christmas Party, an all-night broadcast, in which virtually every Hollywood radio and screen personality participated.

For a period of more than a month prior to the broadcast the newspaper ran lengthy stories, liberally illustrated with the personalities before KNX microphones, a pose taboo in the *Times* columns for two years previous. While KNX is no longer employing newspaper space, at least for the summer, the *Times* continues to use participations in news programs and daytime spot announcements to promote interest in its current camera contests and vacation tours, both circulation builders.

The newspaper has relaxed its ban on pictures of KNX and CBS personalities, and used many of them for weeks prior to the recent Musical Fiesta, partially sponsored by the *Times* and broadcast over the CBS Pacific network from the Los Angeles Coliseum. The station reciprocates by showcasing *By-the-Way*, a weekly quarter-hour commentary by Bill Henry, *Times* columnist, which is released from KNX to the CBS Pacific Coast network.

NBC, with no local facilities of its own in Southern California to offer newspapers, resorts to the ingenuity of its Hollywood publicity staff. In addition, tie-ins are made with the promotional departments of various newspapers and also with local advertisers. As example, NBC has a tie-in with *Los Angeles News* for the annual Soap Box Derby, being run-off July 24, 25 and 27, under auspices of that publication. About 25 NBC artists are sponsoring participants. CBS talent is doing likewise. Newspaper promotion includes news plugs and generous picture layouts daily for talent and networks. NBC and CBS also supply special stunt photographs to promote other *Los Angeles News* sponsored events. Don Lee Broadcasting System, Los Angeles, does the same.

NBC made a tie-in with May Co., Los Angeles department store, which used a group of male radio artists and their families in a special full-page Father's Day ad in the *Los Angeles Times*. Sponsor and network credit was given with each picture. NBC talent is also featured on the weekly fashion page of the *Los Angeles Times'* roto section.

Another good example of ingenuity was when NBC recently made a tie-up with the International Assn. of Fire Chiefs and circulated a series of official photos showing Charlie McCarthy and Edgar Bergen in the wrong way to celebrate July 4th. The photographs were sent by the association to every fire chief in the United States who personally planted the series with his local newspapers. NBC and CBS also go in heavily for syndicated pictures.

Competition is keen in the Southern California area for window and store displays to publicize programs and network personalities. Don Lee Broadcasting System, besides using display space in the *Los Angeles News* on a trade-deal, has an arrangement with the *Hollywood Shopping News* for KHJ, as well as the network. In addition reciprocal agreements have been worked out with several newspapers in out-lying communities. Don Lee network is also using one-minute trailers in Los Angeles area theatres and has point-of-purchase displays in 370 super-markets in that region, for local KHJ advertisers. The network goes in extensively for photo displays, having an arrangement with Photo Dispatch Service, New York.

Reciprocal Deal

KFI-KECA, Los Angeles, affiliates of NBC, in a reciprocal deal with the *Herald-Express* and *News*, have daily nine-inch radio columns in those newspapers. Columns are written by Bernie Smith, publicity director of the stations, and plugs shows of KFI-KECA as well as NBC. Both columns are announced as "advertisements". In return the *Herald-Express* presents a weekly half-hour dramatic program titled *When the Presses Roar*, on KFI. Manchester Boddy, *News* publisher, has been doing a twice-weekly commentary on KFI, but discontinued the series for the summer. He returns to the station in fall.

KFWB, Hollywood, also has trade deals with the *Herald-Express*, *News* and *Examiner*. *Hollywood Citizen-News*, which devotes at least a half-page daily to radio, opens its columns to all stations and networks, with no trade deals attached. There are more than 50 district newspapers in the Los Angeles area today. About 75%, both weekly and semi-weekly, are using radio news and publicity on network personalities. Publications have an estimated combined circulation of 1,000,000 homes in the area. There are also a score of local magazines which use radio in part or devote their entire issue to publicizing programs.

In the Pacific Northwest, the *Portland Oregonian* and *Portland Journal* returned their radio columns with pictures more than a year ago. The latter newspaper has an advertising deal with KOIN, the CBS affiliate, but also uses some NBC news. All dailies in the Seattle area are using radio news, with the *Star* and *Times* having daily columns.

The latter also devotes a special section with pictures, to radio on Sunday. *Post-Intelligencer* uses frequent radio stories.

ADVERTISEMENT

Blue Adds Stations; 16 New Accounts

Kobak Reports Progress to Trammell After First Three Months of Independent Sales Operation for the Blue

Plans, progress and complete picture of the NBC Blue Network since its official separation from the Red some three months ago were recently reported in a memorandum from Vice President Edgar Kobak to Niles Trammell, President of the National Broadcasting Co. Text of the report is as follows:

(COPY OF MEMO)

The Blue Network has been paddling its own canoe for some three months now and I think it time to make a comprehensive report of our activities since you established the Blue Network as an independent unit of the National Broadcasting Company.

I am particularly pleased with the effect on our own people. The Blue Network is no longer on the defensive and our own salesmen are the first to benefit by the change. With Keith Kiggins heading sales, assisted by Paul McCluer in Chicago, Tracy Moore in Hollywood, and with 18 able men selling the Blue exclusively, I'm confident that we're on the way to building up the finest sales force not only in radio, but in the entire advertising field. Our own men are enthusiastic about the set-up and so are outside station representatives, clients and their agencies. The typical comment is, "You should have done it long ago."

New Assignments

We're applying this man power in a new way. Whereas formerly one man contacted a whole agency, we're now assigning by account rather than by agency. In other words, given a specific account our salesman will contact the client and those agencies with which he does business, thereby getting a better picture of the account as a whole and also increasing our opportunities to be of service.

New Clients

Now where are we going? What is our market? Right now we're pretty well fixed with veteran radio sponsors and we expect to get others, but we're looking to the prospect who has never been on the air as our richest source of future development. We believe that the station effectiveness of the "Blue" plus the constructive work we're doing in building programs makes the Blue Network a particularly suitable choice for the growing business ready for its first radio venture.

New Stations

Although we've always been an exceptionally good radio bargain, we're taking steps to make the Blue a better buy than ever. To that end we've added numerous stations to round out our coverage and allow advertisers still greater flexibility.

New Programs

But it's in the field of programming that we're going to make our greatest strides. Nobody's going to have an advantage on us there. First of all, we're making no bones about our attitude towards new shows on the Blue. We're telling clients frankly that just being on the air today is no longer enough, that we're not merely interested in selling time, but in seeing that such time is filled with nothing but high-class entertainment. It is as much to advertisers' interest as to our own to see that every program on the Blue Network is a potential "best seller."

Likewise, when it comes to building our own shows, we're going to "practice what we preach." Our contribution in that field is going to consist of bigger and better sustaining programs, new types of shows, and continual experimentation to raise the standard of network entertainment. You remember, of course, that "Information Please," began as a sustainer on the Blue. Well, that's the calibre of entertainment we're aiming at in all fields. And, right now, with sustaining programs ranging all the way from Toscanini and Metropolitan Opera to the Chamber Music Society of Lower Basin Street we'd say we're heading in the right direction.

More Cooperation

In the past we have perhaps leaned backward to say "no" to advertisers. Now, we intend to make cooperation the watchword of the Blue. We don't intend to violate sound business principles to achieve this end, but we are going to make our policies elastic enough to cooperate with the advertiser whenever his case so merits.

That is why we changed the Blue policy in regard to laxatives. Such advertisers who were on the air before the ban went into effect and therefore stayed on the air have proved by now that they can give the public a good program, presented in good taste. And we felt that we were discriminating against other potential Blue advertisers in denying them equal opportunity. So we removed the ban as a flat edict. But the burden of proof still rests with the advertiser himself. Before he signs a contract he must convince us that his program fulfills our entertainment requirements and that his commercials are beyond reproach. To sum it up, we have an open mind, and we shall keep it open for all clients. What we'll do for one—we'll do for everyone, and for public service.

Look at the Record

Now for a few vital statistics that speak for themselves. Our dollar volume for the months of June, July and August was 17% above the same period in 1939. We've gained 16 new accounts, lost four, renewed 14. I think the figures above show that we're really going places and that our slogan, "Better Buy Blue" means more today than ever before.

(Signed) Ed Kobak.

Blue Network Improvements Since June 1, 1940

New Blue Florida Group Added

WJHP	**Jacksonville**	**WKAT**	**Miami Beach**
WMFJ	**Daytona Beach**	**WTMC**	**Ocala**

Other Stations Added or Scheduled for Addition

KOME	**Tulsa**	**KXOK**	**St. Louis**
WCBS	**Springfield, Ill.**	**KFRU**	**Columbia, Mo.**
WAKR	**Akron**		

Completed Improvements

WRNL, Richmond (1000 watts 880 kc.) was substituted for the previous outlet, which operated at lower power on a less favorable frequency.

WSGN, Birmingham. Increased its power to 250 watts.

WBZ, Boston, began operation with new antenna and new transmitter on new site at Hull, Massachusetts, giving direct salt water coverage to the Boston market.

Other Improvements Now Being Made

KOB, Albuquerque. Increases power to 50,000 watts, giving Blue Network excellent clear-channel coverage of the Mountain area. New building, new transmitter, new antenna.

KERN, Bakersfield, California. Increases power from 100 watts to 1000 watts. New transmitter.

WELL, Battle Creek. Increases power from 100 watts to 250 watts.

WHK, Cleveland, Ohio. Increases night power to 5000 watts, and also installs directional antenna.

WKAT, Miami Beach. Increases power from 250 watts to 1000 watts and changes frequency from 1500 to 1330 kc. New location, new transmitter.

KFSD, San Diego. Increases power to 5000 watts. New transmitter, new site and new antenna.

KSCJ, Sioux City. Increases night power to 5000 watts and installs directional antenna.

WMAL, Washington. Increases power to 5000 watts. New location, new transmitter, new directional antenna.

Further Improvements for Which Authority Has Now Been Granted

WBAL, Baltimore—To use 50,000 watts.

WXYZ, Detroit—To use 5000 watts night.

WFDF, Flint—To use 1000 watts and change frequency to 880 kc.

KTMS, Santa Barbara—To use 1000 watts.

BLUE NETWORK ADVERTISERS

September 23, 1940

NEW ACCOUNTS (Since June 1)	PROGRAM TITLE	PERIOD
Emerson Drug Company	Ben Bernie	Tues., 8-8:30 P.M.
Lever Bros. (Spry)	"Uncle Jim's Question Bee"	Fri., 8:30-9 P.M.
Ohio Oil Company	"Title Tales"	Fri., 10:30-11 P.M.
Harold Clapp Baby Food	"Mother O' Mine"	Mon.-Fri., 4-4:15 P.M.
Knapp-Monarch Co.	"Ahead of the Headlines"	Sun., 11:45-12 noon.
Dr. Earl S. Sloan, Inc.	"Gangbusters"	Fri., 9-9:30 P.M.
Canadian Railways	"Canadian Holiday"	Thurs., 8-8:30 P.M.
Modern Food Process	"Olivio Santoro"	Sun., 5:15-5:30 P.M.
Miles Laboratories	"Quiz Kids"	Wed., 8-8:30 P.M.
Better Speech Institute	"Speak Up America"	Sun., 7:30-8 P.M.
Nash-Kelvinator	"Nash News Reporter"	Mon.-Sat., 9:30-9:35 P.M.
Charles Gulden, Inc.	Musical	Tues. & Thurs., 6:30-6:45 P.M.
Lewis-Howe Company	"Fame and Fortune"	Thurs., 9-9:30 P.M.
Grove Laboratories	"Sherlock Holmes"	Sun., 8:30-9 P.M.
Standard Brands, Inc.	"I Love a Mystery"	Mon., 8-8:30 P.M.
United States of Brazil	Pearson and Allen	Sun., 7-7:15 P.M.
ACCOUNTS LOST (Since June 1)		
Gordon Baking	"One of the Finest"	Tues. & Thurs., 7:30-8 P.M.
Brown & Williamson	"Plantation Party"	Fri., 9-9:30 P.M.
Westinghouse	"Musical Americana"	Tues., 9-9:30 P.M.
Canada Dry (Last program Nov. 11)	"Information Please"	Tues., 8:30-9 P.M.
RENEWALS (Since June 1)		
Welch	"Dear John"	Sun., 9:30-9:45 P.M.
Andrew Jergen's	Walter Winchell	Sun., 9-9:15 P.M.
Andrew Jergen's	Parker Family	Sun., 9:15-9:30 P.M.
Colgate-Palmolive-Peet	Bill Stern	Sun., 9:45-10 P.M.
Anacin Co.	"Easy Aces"	Tues., Wed., Thurs., 7-7:15 P.M.
Anacin Co.	"Just Plain Bill"	Mon., Tues., Wed., 3:45-4 P.M.
Kolynos Co.	"Mr. Keen, Tracer of Lost Persons"	Tues., Wed., Thurs., 7:15-7:30 P.M.
Procter & Gamble (Chipso)	"Painted Dreams"	Mon.-Fri., 10-10:15 A.M.
Procter & Gamble (Crisco)	"Vic & Sade"	Mon.-Fri., 10:15-10:30 A.M.
Procter & Gamble (Ivory Flakes)	"The Story of Mary Marlin"	Mon.-Fri., 10:30-10:45 A.M.
Procter & Gamble (Camay)	"Pepper Young's Family"	Mon.-Fri., 10:45-11 A.M.
Reynolds Tobacco	"Luncheon at the Waldorf"	Sat., 1:30-2 P.M.
A. S. Boyle	"John's Other Wife"	Mon., Tues., Wed., 3:30-3:45 P.M.
J. B. Williams	"True or False"	Mon., 8:30-9 P.M.

Advertisers Continuing Under Current Contracts

Adam Hat Stores, Inc.	Madison Square Garden Boxing Bouts	
Air Conditioning Training Corp.	Sidney Walton's Music	Sat., 10-10:15 A.M.
Midway Chemical Co.	"Just Plain Bill"	Thurs., Fri., 3:45-4 P.M.
Cal-Aspirin Corp.	"Amanda of Honeymoon Hill"	Fri., 3:15-3:30 P.M.
Ironized Yeast	"Good Will Hour"	Sun., 10-11 P.M.
Lewis-Howe Co.	"Pot o' Gold"	Thurs., 8:30-9 P.M.
Modern Food Process Co.	Moylan Sisters	Sun., 5-5:15 P.M.
Pacific Coast Borax Co.	Death Valley Days	Fri., 8:30-9 P.M.
Chas. H. Phillips Chemical Co.	"Amanda of Honeymoon Hill"	Mon.-Thurs., 3:15-3:30 P.M.
Ralston-Purina Co.	Tom Mix Ralston Straight Shooters	Mon.-Fri., 5:45-6 P.M.
Sun Oil Co.	Lowell Thomas	Mon.-Fri., 6:45-7 P.M.
R. L. Watkins Co.	"Orphans of Divorce"	Mon.-Fri., 3-3:15 P.M.
Wyeth Chemical Co.	"John's Other Wife"	Thurs, Fri., 3:30-3:45 P.M.

ALL THIS nursing by Leo Sivin, transmitter engineer of WHBF, Rock Island, Ill., appears to have been in vain. 1240, name of Sivin's pet rabbit picked up in infancy near the transmitter, left his bed and board when he sniffed the presence of another bunny. Sivin had fed the infant from a doll's nursing bottle and even had him house-broken, and never gives up hope that some day his protege will return to his domestic home.

3½-Hour Ford Show

FOR 3½ hours from noon, Sept. 27, Ford Motor Co., cooperating with local dealers, sponsored an elaborate show on WIBC, Indianapolis, to introduce the new Ford models. Remote lines were set up in each of the 11 local dealers' showrooms, and pickups were made first from the local Ford branch, then from the showrooms. Announcers Bob Longwell and Bill Schingel and Engineers Harry Adams and Ward Glenn in two mobile units traveled from place to place. At the earlier demonstration to dealers and salesmen, Sept. 19, two WIBC, announcers were selected to handle the showing in the Murat Temple—Warren Deem and Bill Schingel, along with Engineer J. Shipp.

Federal Judge Revokes Announcer's Citizenship

JUDGE HARRY E. KALODNER, in U. S. District Court in Philadelphia Sept. 25, revoked the citizenship of George Joseph Gerhardi, formerly director of German programs for WPEN, Philadelphia, and now in Germany, on the charge that he was a Nazi agent. Government agents presented documentary evidence to show that Gerhardi, on a trip to Germany, worked in a Nazi propoganda "mill" and broadcast propaganda to the United States by shortwave.

Gerhardi first was dismissed by the station for allegedly pro-Nazi activities and then ousted as a member of the American Guild of Radio Announcers, an independent organization, which backed the station's charges. The action was taken Jan. 11, 1938. His discharge from the station came after he refused to announce a program sponsored by hte Citizens Anti-Nazi League. He was also accused of ad-libbing German propaganda between commercial announcements despite orders of station officials.

GRANTLAND RICE, starting Oct. 4, will again do his series of football discussions and predictions on the Friday evening Cities Service program on NBC-Red.

CBC Builds Shortwave Station of 7,500 Watts

CANADIAN Broadcasting Corp. is building a 7,500-watt shortwave broadcasting station at Laprairie, Que., former site of CBM, Montreal according to the Sept. 28 *Toronto Financial Post*, leading Canadian financial weekly, which has for some time been pressing the Canadian Government to build such a station. The Toronto office of the CBC confirmed the report, but offered no further details.

According to the *Financial Post* the Canadian Government is not paying for the station, which is being bought by the CBC out of its operations budget from RCA, Camden, N. J. The equipment is that ordered by a foreign government but not taken up by that government and on which Canada took an option. The new station is to be ready by early December.

RECENT subscribers to UP news include KSAN, San Francisco; WTSP, St. Petersburg; WMJM, Cordele, Ga.; WGOV, Valdosta, Ga.; WGIL, Galesburg, Ill.; WBOC, Salisbury, Md.; WHLD, Niagara Falls; WGNY, Newburgh, N. Y.; WSTV, Steubenville, O.; KELA, Centralia, Wash.; KFAM, St. Cloud, Minn.; KWLM, Willmar, Minn.

MINNESOTA STATE NETWORK has announced the appointment of Howard H. Wilson Co. as national representative.

WHOM's

(*New Western Electric*)

1,000 WATT TRANSMITTER NOW ON THE AIR

New York City's Outstanding Foreign Language Station

JOSEPH LANG, Mgr.
New York Office & Studios
29 W. 57th St., N. Y.

HALLOWEEN CUTUPS of WBAP, Fort Worth, could not wait for the October day so they staged their costume party early. Pictured at the studio are (l to r) Announcers Gene Ray, Bill Arms, Dave Byrn and Tee Casper. Byrn lost his synthetic ears in the apple-ducking contest.

WHEN TO BROADCAST TO SCHOOLS

Choice Hours Are Revealed in Survey Conducted Among High Schools in Texas

By A. L. CHAPMAN
Director, Bureau of Research in Education by Radio, University of Texas

"WHEN is the best time to broadcast to schools?" This question was asked on all sides when the *Texas School of the Air* was organized last fall. As a result, a study was undertaken by the writer during the fall of 1939 to find times at which it might be most desirable to broadcast programs for classroom listening.

The Texas State Department of Education keeps a record of the schedule of recitations of all affiliated high schools in the State. These schedules show the time at which school begins in the morning, the time of all recess periods, the time of beginning and ending of all class periods, and the time at which school is dismissed in the afternoon.

Study of Schedules

A study was made of these schedules of recitations of 300 of the 1,198 Texas accredited high schools.

The 300 were selected on the basis of percentages of schools of various sizes, i.e., the exact percentage of schools of small, medium, and large enrollment which were found in the entire state were selected for study.

The times at which all bells rang for each school were recorded. A glance revealed the times at which no bells rang in most schools. The results of the tabulation is shown in the table below. The 45-minute periods are shown because it is usually desirable to allow a few minutes before the broadcast for preparation and a few minutes for the discussion after the broadcast.

Rank	*Best 45-min. period*	*% schools changing classes*	*Best 15-min. period*	*% schools changing classes*
1	11:15-12:00	13	11:30-11:45	2
2	1:00-1:45	43	1:15-1:30	4
3	10:30-11:45	43	10:45-11:00	4
4	9:45-10:30	46	10:00-10:15	3

The study also showed that it is not desirable to broadcast programs for classroom listening before 9:45 and after 2:30. The early hour is not desirable because of the great diversity of times at which schools take up in the morning. The afternoon limit is suggested because of the large numbers of special periods and inadequate time for follow-up of the broadcast before school dismisses.

Although the results of this study may not necessarily apply to all States, the technique for securing the necessary information for determining the best time to broadcast to schools is applicable in any state. It is hoped that the above study may be suggestive to others who are confronted with the same problem.

Captain
KIDO

Time To Check Your Time

in
BOISE
SOUTHWESTERN IDAHO
EASTERN OREGON
Time is Checked With KIDO Time Signals
by
STANDARD OIL COMPANY
BULOVA

- These two major market advertisers recognize that the 120,000 people in KIDO's area constitute a market of metropolitan importance isolated from coverage by any other network.
- Time to check up on KIDO time for your selling job in this rich market—a plus spot on every "Business Condition" Map.

JOHN BLAIR & CO., Nat'l Reps.

BMI Gets Schirmer

(Continued from page 17)

new numbers a week in place of the previous seven. He also stated that the output of arrangements of standard music would be similarly stepped up from 25 to 30 numbers weekly and by mid-October to 35 number a week.

Nine new stations have joined the BMI membership, bringing the total to 390. They are: WCOU, Lewiston, Me.; WSAR, Fall River, Mass.; KTUL, Tulsa; WIL, St. Louis; WSAV, Savannah; KFI, Los Angeles; KWLM, Willmar, Minn.; WBKY, Lexington, Ky., and WHDH, Boston. The last-named gives BMI 100% Boston coverage, with every station in the city a BMI member.

In a letter accompanying KFI's membership order, Harrison Holliway, general manager of the station, wrote that "our delay was due to our desire to first satisfy ourselves that BMI was really going to click. The enclosed checks speak for themselves. It might interest you to know," he continued, "that we have set Nov. 1 as the date after which we will not play ASCAP music on our local productions. We are doing this in order to avoid any confusion come Jan. 1, when we will be without ASCAP. With our subscription to BMI and by doing without ASCAP next year, we figure on the basis of our 1939 business, to effect a saving of tens of thousands of dollars in our 1941 operations."

WJOB, Hammond, Ind. (formerly WWAE), on Sept. 14 announced it had signed a new five-year contract with ASCAP. Though ASCAP has claimed a substantial number of stations have signed, effective Jan. 1, only a few actually have confirmed this, including KFWB, Hollywood, and the stations of Texas State Network actually managed by Elliott Roosevelt.

MBS, at its business meeting in Chicago Sept. 18-19, announced plans to create a centralized music copyright clearance division in New York. It will be designed primarily to protect other stations on the network from pickups of music from one station and sent to the full network after Jan. 1, which might have ASCAP tunes scheduled.

NBC's Bonus Discs

The second NBC transcription to be sent gratis to stations under the BMI bonus plan was included in the Sept. 15th releases of the *Thesaurus*, a record containing selections from four Gilbert & Sullivan operettas, "The Mikado", "Pirates of Penzance", "HMS Pinafore", and "Patience". In a previous letter explaining the bonus plan to stations, NBC stated that it would produce 90 selections over and above the regular *Thesaurus* releases, which would be supplied without cost to all *Thesaurus* subscribers and also to BMI members generally, who would also receive similar bonus recordings from other transcriptions through BMI without charge, to a total of 360 more.

Following ASCAP'c announcement that 118 composers and authors had been admitted to membership in the first eight months of 1940, a record-breaking number in ASCAP history [BROADCASTING, Sept. 15], BMI has announced the admission of 160 authors and composers to its ranks. List includes Remus Harris, "Stuff" Smith, Bob Carlton, Robert Sour, Jimmie Fidler, Al Kavelin, Raymond Gram Swing and Barry Winton. Another new BMI writer is Ralph Skedgell, whose regular job is advertising, with Young & Rubicam.

Telling the Public

As an early step in educating the public in the reasons for BMI's formation and its aims and purposes, BMI has issued an eight-page booklet, "There's Music in the Air", which it is offering to member stations for distribution to their studio audiences. Stating that "you, the listener, and you alone can decree popularity for the writers of music; but up to the present time your pwoer has been restricted because you have been able to hear the works or none but a small group of composers," the booklet goes on to describe the way in which BMI has opened its doors to composers barred from ASCAP, with the result that "already some of the new work has won national recognition, has appeared on the lists of music most often played, among the best sellers and on the *Hit Parade*, and several BMI composers are credited by eminent critics with the greatest promise for America's musical future.

"Only through the chance to gain *your* approval," the booklet continues, "can they fulfill that promise. BMI gives them their chance and pays them according to the use made of their music—a principle which, strangely enough, is new to this country. Those who please you will succeed because they have pleased you. BMI creates a situation in which the sole basis of popularity and the sole measure for the rewards of popularity is what it ought to be—*your approval*."

MODERN INDUSTRIAL BANK, New York, on Sept. 27 started on WMCA, New York, a series of three quarter-hour lectures on the foreign situation by Mme. Genevieve Tabouis, famous French political writer now in exile. Series is titled *Hitler's New Timetable*, and was placed by the Metropolitan Adv. Co., New York.

141 radio stations from coast to coast now using
TEL-PIC
WINDOW DISPLAYS
with its daily
mailed picture service
TEL-PIC SYNDICATE, Inc.
1650 BROADWAY, NEW YORK

P.S. Our new reciprocal plan is without cost to station.

NAB Inaugurates Plan to Measure Unit Time Sales

First Forms Sent to Stations For Reports on Sponsors

EMBARKING on the unit measurement of broadcast advertising, a project authorized at the last NAB convention, NAB headquarters Oct. 1 dispatched to all stations initial forms on which national and local time sales will be reported for analysis on an industry-wide basis in terms of broadcast units.

The NAB convention in San Francisco, Aug. 4-7, adopted a recommendation of the board of directors authorizing the Research Department to undertake the project on a trial basis until the first of the year. At that time, the project will be reappraised with the aim of making it permanent. A modification of the business index of the NAB drafted several years ago, the reports will deal with broadcasting business in its various categories in terms of unit volume rather than in actual dollars.

Must Cooperate

Paul F. Peter, director of research of NAB, drafted the proposal in collaboration with the NAB's Research Committee, and is in charge of the project. In asking stations to fill in the forms, to cover business during September, he emphasized that station cooperation is absolutely essential.

Returns received for September will be analyzed by Mr. Peter and certain of the conclusions probably will be made public. Surveys covering the remaining months of the year also will be analyzed, with the experience thus gained to be used by the Research Committee as the basis in setting up a proposed permanent system.

The new forms call for considerable detail, covering names of all advertisers, service or product advertised, whether business is regional network, national spot or local, type of rendition, time of broadcast and duration of contract. Additional breakdowns will deal with types of sponsoring business, showing product classifications and other relevant data.

The definition of a broadcast unit is that one program unit shall equal one minute of program time. Thus, a 15-minute program equals 15 program units. An announcement unit will constitute one announcement when the time consumed is not more than 1 minute 29 seconds. Announcements of 1½ minutes or more will be rounded to the nearest minute and interpreted in terms of corresponding units. Announcements sold on a word basis will be converted to minutes through the use of the average of 100 words per minute. In participating programs, where two or more advertisers are directly charged for program expense, units will be calculated for each client by dividing the total units of the program by the maximum number of client participants acceptable on the program as stated by the reporting station.

Under the plan, monthly reports will be supplied to the NAB membership. Tables will be set up showing the amount of program units, announcement units and total units in detail by sources of business, type of rendition, city size, station classification, and type of sponsoring business with as much cross-tabulation as possible.

In addition, the NAB will maintain a complete file by advertisers to serve as a reference source for the industry. Requests for special information, under the plan, will be handled on a cost basis. The NAB feels that the cost of preparing special lists of clients within various classifications can be made available to those desiring it without the necessity for entering into a "costly complete record reporting service".

Hugh Boice to WQXR

Mr. Boice

HUGH CAMPBELL BOICE, recently executive vice-president of Transamerican Broadcasting System, on Oct. 1 joined WQXR, New York, as vice-president in charge of sales. His affiliation was coincident with the station's 5,000-watt debut with a new transmitter. The present sales force will be retained, continuing under Robert M. Scholle, sales manager, Mr Boice for eight years was CBS vice-president in charge of sales, and later vice-president of Benton & Bowles.

Double Knockout

LIGHTNING struck the antenna of KOY, Phoenix, just as Manager Fred Palmer had started to announce that returns in the Arizona primary indicated the defeat of Senator Ashurst. The station was knocked off the air, damaging equipment in the antenna tuning house. The storm was so severe that engineers were unable to reach the tuning house for a while.

Television School Sponsors

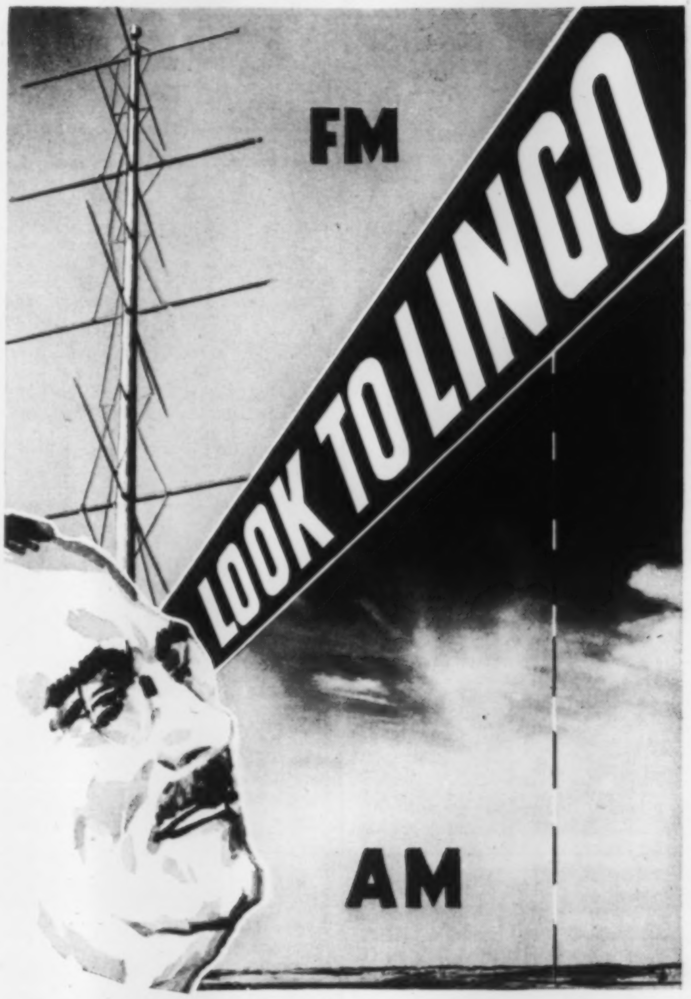
UNITED RADIO TELEVISION Institute, Newark, on Oct. 7 starts a quarter-hour weekly news program on WOR, Newark, and is planning to add other stations in its vicinity. The Institute is several months old and operated by Major R. L. Duncan, former head of the RCA Institutes Agency is Huber Hoge & Sons, New York.

Prudential's Foreign Language

PRUDENTIAL INSURANCE Co. of America, Newark, recently started a series of daily Polish script shows on WHOM, Jersey City, entitled *The Romantic Career of Chor Dana*. Foreign language programs on WBNX and WOV, both New York, are also being used by the company. Benton & Bowles, New York, handles the account.

COMBINED revenues of WJZ and WEAF, NBC's New York key stations, were 95% higher in September than in September, 1939. WJZ showed a 133% increase in local time sales over the same month last year, while WEAF was 65% higher, according to James V. McConnell, NBC national spot and local sales manager. Though the stations are owned and operated by NBC, the figures are based solely on spot sales, not network accounts.

AS A MEASURE of patriotism, CKOC, Hamilton, Ont., is reading as its midnight signoff the *Prayer for Victory* written by Admiral Lord Nelson on the eve of the Battle of Trafalgar.



1. for FM experience—not experiment!

Lingo Turnstile Antennas for Frequency Modulation are the result of a basically sound process of development. Created for Maj. E. H. Armstrong, the Lingo turnstile antenna was actually developed with FM at W2XMN, Alpine, N. J. Quick delivery now for use on towers or on buildings. Furnished complete with essential tubular steel mounting pole, elements, insulators, wires, bands, etc.

2. for AM performance and efficiency!

Lingo Vertical Tubular Steel Radiators are a good investment based on proven stability and extremely low maintenance costs. Yet, when you install a Lingo "Tube" Radiator, you expect—and get—better coverage and plus performance. No matter how large or small your station, Lingo can more than meet your requirements—both in cost and efficiency. Don't you agree that that is a good investment?

Write for Further Information

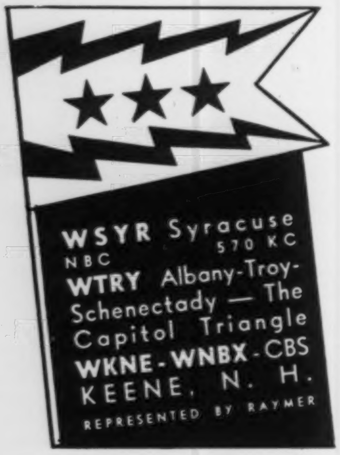
It will pay you to specify LINGO ANTENNAS for both FM and AM. Our engineering staff will provide complete technical data without obligation. Your inquiry should include planned frequency, power and location of station.
(For FM, give height of building or supporting tower.)

JOHN E. LINGO & SON, Inc.
Constructing and Erecting Vertical Structures Since 1897
DEPT. B-10 CAMDEN, NEW JERSEY

LINGO VERTICAL TUBULAR STEEL RADIATORS

LUCKY NAME BONANZA
A Sensational Radio Program
Greater than the Pot O' Gold
- Most Personal in Appeal
- Appeals to All People Everywhere Not limited to telephone subscribers
- Men and Women equally eligible as winners
- Lucky Name is selected by Drawing Names by a Simple Method During Program
- Available to network or Agency Write for Particulars

Piedmont Advertising Service
DANBURY, N. C.



WSYR Syracuse
NBC 570 KC
WTRY Albany-Troy-Schenectady — The Capitol Triangle
WKNE-WNBX-CBS
KEENE, N. H.
REPRESENTED BY RAYMER

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.
CHNS Does — Try It.

IN THE HEART OF THE MOTOR INDUSTRY!
WCAR
1000 *Streamlined* WATTS
LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST
WCAR
PONTIAC, MICHIGAN
National Representatives
RADIO ADVERTISING CORP.
New York • Chicago • Cleveland

A SCHOOL WITH 600,000 PUPILS

WLS 'Campus' Includes Some 4,000 Buildings; Education Series Enters Fourth Year

By RAY E. BROHOLM
WLS, Chicago

A SCHOOL with 600,000 pupils, a campus with more than 4,000 buildings of all sizes and a curriculum limited to five subjects—here is something which sounds like a crazy man's imagination rather than a practical educational organization. Nevertheless this dream has become a reality through *School Time*, the radio program for schools which WLS, Chicago, has been carrying for a number of years.

Although school programs had been offered for a number of years previously, the real impetus for *School Time* came in 1937 when the Chicago schools were closed because of infantile paralysis epidemic. Burridge D. Butler, president of *Prairie Farmer* and WLS, placed the station at the service of school authorities. Teachers broadcast lesson assignments, talks and special aids to help the pupils keep up their studies during their enforced absence from the class room.

Permanent Basis

So valuable did this service appear that Mr. Butler felt it should be placed on a permanent basis, not to teach classroom subjects but as a supplement to the regular school work through which pupils might acquire some of the information which the rural schools especially weren't equipped to give. A member of the program department staff was assigned to lay the groundwork for the project which immediately began to gain popularity. It was felt, however, that it needed to be directed by someone with definite training and experience in modern educational methods if the plan was to become a permanent success.

Three years ago Harriet Hester joined WLS for the specific purpose of developing *School Time* still further. A graduate of the Northern Illinois Teachers College and with post graduate work at Northwestern University, she had made an intensive study of rural school music education. It had first been used over a county wide area in Winnebago County in northern Illinois, using WROK, Rockford, where it attracted the attention of educators nationally. Her theory of radio education was that radio could best be used for enriching the experience of boys and girls and for stimulating them to purposeful activity. With this as a basis, the program already started was broadened in its scope and made adaptable to both rural and urban schools.

No better proof of the success of the undertaking can be given than that shown by the number of schools which tune in regularly. The information came in response to a request over the air, asking schools that were listening to register with the station. 4,229 schools in the WLS listening area responded. A little more than half of these are one-room country schools, about 15% are village schools, and the rest are city schools. While no request was made for the number of classes in each school nor the number of individual pupils listening, enough information was supplied voluntarily ot indicate that the size of the audience is between 600,000 and 700,000 children.

Songs and Books

School Time is broadcast at 1 p.m., five days a week, for 15 minutes. On Mondays the fundamentals of music theory are given together with songs in which the listening pupils are urged to join. WLS engineers have recorded classroom sessions as the pupils were listening and taking part in this program in an effort to learn how well the children enjoyed and understood the instructions given.

Nearby schools send classes to the studio to lead the singing. While this program, called *Let's Sing*, was designed especially for rural schools, it has proved equally popular in urban areas. *Let's Sing* was given a first award as the foremost primary grades program in the country by the Institute for Education by Radio in Columbus.

On Tuesday *American Milestones*, dramatizing events in the territorial enlargement of the United States, as well as events in the development of industry, economics, arts and sciences which have helped to shape our national culture. On Wednesdays the program is *Around the World With Music*. It takes the pupils to foreign lands and shows them the national characteristics of those countries through music played by the WLS concert orchestra.

Fridays *The Bookworm Club* presents dramatized reviews of good books. These three programs are primarily designed for the intermediate grades—5th through 8th grades.

The Thursday program, *Adventures With Polly & Pat*, deals with the experiences of a pair of 7-year-old twins as the everyday world unfolds for them. Designed for the elementary grades, kindergarten to 3d grade, it provides an opportunity for listening youngsters to take part through song, rhythm, games and story.

Teacher's Guide

A semester program sheet and a teacher's guide are available to all schools who request them. The guide contains a brief outline of each program and a list of suggested activities which can be recommended to the pupils.

A staff of eight prepares and produces the programs. Miss Hester, as educational director of WLS, has general direction of the entire undertaking; George Losey is the producer and also writes *American Milestones*. The music is directed by Herman Felber, conductor of the WLS Concert Orchestra; Howard Peterson, organist; and John Brown, pianist. Current events and news are handled by Julian Bentley, news editor of WLS and *Prairie Farmer*; Lily Ruth Hanson, dramatic director of Oak Park playgrounds, and Martha Blair Fox, dramatic and play director of the North Shore School of Childhood in Chicago, direct and prepare dramatizations.

Radio Editors Respond To Philco Proposal for Annual Radio Awards

PLANS TO establish annual awards for radio have been initiated by Philco Distributors, New York, which will contribute $30,000 annually and asks no further publicity than the awards be known as the "Philco Radio Awards". They would be similar to the "Oscars" given in the motion picture industry by the National Academy of Motion Picture Arts.

According to Tom Fizdale, New York publicity firm which represents the company, eight radio editors met in New York Aug. 25 and after a discussion sent letters announcing the plan and proposing an association of radio editors to distribute the awards, to several hundred radio editors throughout the country.

Encouraged by 111 favorable replies, the eight met again in September and agreed that if the association and award distribution is kept free of Philco exploitation, the plan is sound. Further discussion clarified the purposes of the association, which were listed in a second letter sent Sept. 15 to the original list. The purposes listed were: To administer the awards; to get more radio news in newspapers; to set up a free employment service for placing writers on newspapers; to publish a radio news bulletin, and to facilitate editor-industry relations.

Dinty Doyle, former radio editor of the *New York Journal-American*, who is now engaged in publicity in San Francisco, has been named corresponding secretary. Other committee members are: John McManus, radio editor of *PM*, New York; Dorothy Doran, *Akron Beacon Journal*; Ben Kaplan, *Providence Journal-Bulletin*; Mary Little, *Des Moines Register & Tribune*; Robert Locke, *Kansas City Journal*; Leo Miller, *Bridgeport Herald*; Si Steinhauser, *Pittsburgh Press*, and Don Trantor, *Buffalo Courier-Express*.

WEAF, New York, has curtailed its operating schedule since Sept. 23, now signing on at 7 a.m. instead of 6:30 and signing off at 1 instead of 2 a.m. to give the engineers more time for testing the station's new transmitter at Port Washington, which will probably be put into regular service the middle of October.

Now
The Most Complete News Coverage Available
ASSOCIATED PRESS
UNITED PRESS
SHREVEPORT TIMES
KWKH EDITORIAL STAFF
★ 50,000 WATTS ★
A SHREVEPORT TIMES STATION
KWKH
Represented by The Branham Co
CBS
Shreveport Louisiana

HOOPER EXPANDING SCOPE OF SURVEY

C. E. HOOPER Inc. has announced the formation of a Station Service Department, designed to supply to broadcasters statistical audience and coverage data prepared especially for station use as the Hooper Radio Reports are prepared for the use of national advertisers and advertising agencies.

The new department, which will devote itself exclusively to the needs of stations, is offering two station services—Station Audience Reports, described as a "vertical" ranking of all station listening within a city, and a comparative station popularity index, a "horizontal" set of measurements designed to show the differences in listening to all stations in the cities, towns and farm areas included in any station's broadcast area.

Jointly, says the announcement, "they aim to answer in practical terms all questions involving listening which normally are raised between buyer and seller of radio time."

Reports are already in production in New York, Philadelphia, Seattle, Los Angeles and San Francisco, and are available for any of the 30 cities covered by the Hooper Radio Reports.

A number of personnel changes are also announced, as follows: Hugh G. Boyd becomes manager of the new Station Service Department; Albert M. Wharfield is advanced to manager, Radio Program Reports; Dr. Mathew N. Chappell, now technical director of the company, assumes charge of the special commercial surveys; Arthur D. McIlvaine is promoted to vice-president and general manager; Dorothy M. Behrens is appointed assistant service manager; Ruth Arnold, recently appointed Pacific Coast representative, is placed in charge of the new branch office in Los Angeles.

RCA Conspiracy Suit Names CRC Defendant

RCA MFG. Co. has filed suit in the U. S. District Court in New York against Columbia Recording Corp., Columbia Phonograph Co. and Times Appliance Co., charging a conspiracy "to commit acts of unfair competition" and trade mark infringment. Complaint states that CRC hired several important executives away from RCA, that it induced RCA artists to switch from Victor and Bluebird to Columbia records and that it issued Red Label records similar to Victor's Red Seal records, "thus confusing the public."

Commenting on the action, Ralph F. Colin, CRC general counsel, stated that: "We believe the suit to be without legal merit. The charges of RCA made at this time obviously result from the fact that for the first time in years its record business is meeting with new and vigorous competition. The suit appears to be an attempt to use the courts to enforce RCA's claim to monopolistic rights in the record manufacturing business."

FORD MOTOR ADVERTISING Fund for the Twin Cities, Minneapolis and St. Paul, on Oct. 1 started a 10-day campaign of three and five daily 100-word announcements on approximately 25 stations in its territory. McCann-Erickson, Chicago, handles the account.

The Other Fellow's VIEWPOINT

History Clicks

EDITOR, BROADCASTING:

When you want to find out if anybody's reading your editorials, step on somebody's toes and listen to the squawk.

You stepped on WSM's toes in that editorial "History and Radio", in which you imply that only *Cavalcade of America* has "tapped the wealth of material readily available from history books."

As a matter of fact—recorded duly in BROADCASTING at the time—the educational department of WSM then under the direction of Ed Kirby, now NAB public relations director, in 1935 began a series of broadcasts that called the shots on history more than any program before or since on the air.

America's Flag Abroad was the 1935 series which gave a background of American history and the foreign policy evolved therefrom. . . . In 1936, the series was changed to *America Looks Abroad* in which we viewed the changes in the world about us and what they meant in relation to America. That the seeds of conflict between totalitarian and Democratic countries were even then planted was the theme. . . . Unique in this series was a tieup with the U. S. State Department, not exploited on the air under the agreement, but by means of which each script was carefully checked by State Department officials either in Washington or at distant points. The Far Eastern script was sent all the way to Tokyo and returned before it was finally aired.

In the realm of strictly domestic history, in 1937 and 1938, WSM presented the series, *Adventures That Made America*, in which all the heroes since eulogized in Hollywood (except Jesse James) and many more besides were given dramatic re-birth. . . .

And It Also Sells

More recently, Station Manager Harry Stone evolved a series titled *Our America*, in which heroes of this nation were eulogized in dramatic presentations. These heroes were of ancient vintage or modern, of war or peace times, each exemplifying one theme—the placing of country before self.

Since the groundwork of Mr. Kirby in 1935, WSM has continually "tapped the wealth of material readily available in history books" and can report as a fact what you prophesied.

American history and American heroes make fascinating radio listening. They attract an appreciative audience; they have sold insurance for the National Life & Accident Insurance Co. and more than that they have sold Americanism to school children of today or 40 years ago—teaching the young and reminding the old what a great land is America.

JACK HARRIS,
WSM, Nashville.

Sept. 24, 1940.

ED EAST, veteran radio actor and m.c., on Oct. 2 becomes conductor of *Ask-It Basket*, currently sponsored on CBS by the Colgate-Palmolive-Peet Co., Jersey City.

Funds for Monitors

(*Continued from page 15*)

mission work. He pointed out that in addition the FCC is investigating the citizenship of all radio operators licensed by the Government and other people holding key positions in the communications field.

The whys and wherefores of the FCC's new investigation unit were inquired into by committee members with Commissioner Paul A. Walker on the stand. The unit now comprises a staff of three, headed by David Lloyd, former assistant chief counsel of the Senate Civil Liberties Committee. Rep. Taber wanted to know whether this unit would function "in competition with the FBI". Commissioner Walker pointed out that, unlike the FBI, the unit is designed to inquire into the qualifications of applicants for facilities and said that he had advocated such a unit when he was first appointed to the FCC in 1934.

Subsequently there was placed in the record a statement by General Counsel Telford Taylor covering the activities of the unit, as set up in the Law Department. He said its work would be confined to specific problems referred to it by the Law Department of the Commission, and up to the present these activities have been concerned almost entirely with applications for construction permits or licenses in the broadcast field, with less attention to matters involving requests for renewal of licenses, assistance to field inspectors and investigation of complaints.

Probe of Applicants

Describing the present functions of the investigating unit, he said: "It investigates particular applicants for radio-broadcasting licenses as directed, making field investigations as to the identity, character, and financial ability thereof and the accuracy of statements contained in their applications, and seeks to ascertain the real parties in interest behind such applications. It performs similar investigations with relation to renewals and revocations of radio-broadcasting licenses. It also investigates real and alleged violations of the act or instances of improper or illegal use of radio-broadcasting facilities and cases of misrepresentation or fraud in the securing of licenses."

At a second session Sept. 9, FCC Chairman Fly appeared as the only witness. He urged the telephone appropriation, declaring that he could not see how "we can afford to let the telephone monopoly go utterly unregulated".

Rep. Taber again raised the question of efficiency and observed that in his opinion the FCC needs "a very first-class house-cleaning, as a result of cuts in appropriations". He charged that Commission employes were "in each other's way" and that there are "too many motions and too much fussing around and too little action". Mr. Fly said he "could not sit by here and fail to meet a challenge of that kind". He countered that he did not think there is an organization in the Government that puts in as much time and shows as much work for the funds expended as the FCC.

BOAKE CARTER, Philadelphia news commentator long absent from the air, moves to New York early in October and is reported planning to resume broadcasting.

FOUR
OF THE NATION'S
TOP-FLITE
NETWORK
PROGRAMS

Originated by
WOL
WASHINGTON, D. C.

"DOUBLE OR NOTHING"
Sponsored by White Laboratories on a 103 station Mutual Network. This program conceived and produced by WOL.

I PREDICT...
"FULTON LEWIS JR."
An outstanding News Commentator. Available for sponsorship in many good markets. Fulton Lewis Jr. was discovered and developed by WOL.

YES NO
"THE AMERICAN FORUM OF THE AIR"
America's Finest Forum Program. Now heard on 140 stations of the Mutual Network. Program conceived by WOR . . . developed, produced and fed to the Network by WOL.

THAT'S EASY
"TAKE IT OR LEAVE IT"
This novel quiz program was first created by WOL.

WOL
WASHINGTON, D. C.
1000 WATTS
AFFILIATED WITH THE
MUTUAL BROADCASTING SYSTEM
1230 K.C.

Network Accounts

All time EST unless otherwise indicated.

New Business

MACFADDEN PUBLICATIONS, New York (*Liberty Magazine*), on Nov. 21 will start *Voice of Liberty*, featuring Gabriel Heatter, on 13 MBS stations, Thurs. and Sat., 9-9:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

GENERAL PETROLEUM Corp., Los Angeles, on Sept. 18 starts *Pigskin Preview* on 9 CBS-Pacific stations, Wed., 6:45-7 p.m. Agency: Smith & Drum, Los Angeles.

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food), on Sept. 29 resumes *Bob Becker's Chats About Dogs* on 53 NBC-Red stations, Sun., 2:45-3 p.m. (CST). Agency: Henri, Hurst & McDonald, Chicago.

HEALTHAIDS Inc., Jersey City (Serutan), on Oct. 2 starts for 52 weeks, *Norman Nesbitt, News*, on 6 Pacific Coast Don Lee stations (KHJ KFRC KDB KGB KMO KOL), Wed., Fri., Sun., 10:30-10:45 p.m. (PST). Agency: Raymond Spector Co., New York.

HEALTHAIDS Inc., Jersey City (Serutan), on Sept. 30 started for 52 weeks, *Victor H. Lindlahr*, (transcribed), on 3 California Don Lee stations (KHJ KFRC KGB), Mon., thru Fri., 9-9:15 a.m. (PST). Agency: Raymond Spector Co., New York.

MAPLE LEAF MILLING Co., Toronto, on Oct. 1 starts musical show featuring Al & Bob Harvey on 34 Canadian Broadcasting Corp. stations, Tues., 8:30-9 p.m. Agency: Cockfield Brown & Co., Toronto.

S. C. JOHNSON & SON, Brantford, Ont. (wax), on Sept. 17 started the French show *Voulez Vous Savoir, Madame?* on a network of CBF, Montreal; CBV, Quebec; CBJ, Chicoutimi, Que., Tues., Thurs., 11-11:15 a.m. Placed direct.

THOMAS J. LIPTON Ltd., Toronto (tea), on Oct. 2 starts French program *The Old Schoolmaster* on a network comprising CBF, Montreal; CBV, Quebec; CBJ, Chicoutimi, Que.; CJBR, Rimouski, Que.; CHNC, New Carlisle, Que.; CHLN, Three Rivers, Que.; CHLT, Sherbrooke, Que.; CKCH, Hull, Que., Mon., Wed., Fri., 11-11:15 a.m. Agency: Vickers & Benson, Toronto.

L. O. GROTHE Ltd., Montreal (Grad cigarettes), on Oct. 2 starts French Network show on CBF, Montreal; CBV, Quebec; CBJ, Chicoutimi, Que.; CJBR, Rimouski, Que.; CKCH, Hull, Que. Agency: Canadian Adv. Agency.

EMERSON DRUG Co., Baltimore (Bromo Seltzer), on Oct. 1 starts *Ben Bernie Musical Quiz* on 68 NBC-Blue stations, Tues., 8-8:30 p.m. (repeat 11:30-midnight). Agency: Ruthrauff & Ryan, N. Y.

1000 WATTS WSPA 920 KC·
DAYTIME
☆
a pair of selling stations serving a pair of buying states
Located in Spartanburg, the heart of the thickly populated and highly industrialized Piedmont section of the Carolinas . . . the nation's best balanced and fastest growing market.
HOWARD WILSON, *Nat. Rep.*
250 WATTS WORD 1370 KC·
NIGHT and DAY

WHEN WCAE began operation recently on 5,000 watts night, an increase from 1,000 watts, Pittsburgh's Mayor Cornelius D. Scully (seated) issued a special certificate congratulating the station management. The Mayor is shown with Leonard Kapner, WCAE general manager.

PAUL F. BEICH Co., Chicago (Whiz Candy bar), on Oct. 6 starts *Peter Quill, The Crimson Wizard* on 9 MBS midwest stations, Sun., 3-3:30 p.m. Agency: N. W. Ayer & Sons, Chicago.

S. C. JOHNSON & SON Inc., Racine, Wis. (Glo-Coat & wax), on Oct. 1 resumed *Fibber McGee & Molly* on 95 NBC-Red stations, Tues., 8:30-9 p.m. (CST). Agency: Needham, Louis & Brorby, Chicago.

AMERICAN BIRD PRODUCTS Inc., Chicago (canary feed), on Oct. 13 starts *American Radio Warblers* on 11 MBS midwest stations, Sun., 12:15-12:30 p.m. (CST). Agency: Weston-Barnett, Chicago.

VICK CHEMICAL Co., Greensboro, N. C. (Vatronol), on Sept. 30 started *Wake Up & Sing* on 6 NBC-Pacific-Red stations, Mon., Wed., Fri., 10:30-10:45 a.m. Agency: Morse International, N. Y.

GOVERNMENT OF BRAZIL, Rio de Janeiro, on Sept. 29 started *Washington Merry-Go-Round* on 8 NBC-Blue stations, Sun., 7-7:15 p.m. Agency: Campbell-Ewald Co., N. Y.

P. LORILLARD Co., New York (Old Gold), on Oct. 2 starts *Texas Rangers* on 6 CBS-Pacific stations, Wed., Fri., 6-6:15 (PST). Agency: Lennen & Mitchell, N. Y.

WHITE LABORATORIES, New York (Feen-a-Mint), on Sept. 29 started *Double or Nothing* on more than 100 MBS stations, Sun., 6-6:30 p.m. Agency: Wiliam Esty & Co., N. Y.

PAUL F. BEICH Co., Bloomington, Ill. (candy bar), on Oct. 6 starts *Peter Quill* on 9 MBS stations, Sun., 4-4:30 p.m. Agency: N. W. Ayer & Son, Chicago.

WM. R. WARNER Co., New York (Sloan's Liniment), on Oct. 11 starts *Gangbusters* on 84 NBC-Blue stations, Fri., 8:30-9 p.m. Agency: Warwick & Legler, N. Y.

E. I. DU PONT DE NEMOURS & Co., Wilmington (institutional), on Oct. 2 resumes *Cavalcade of America* on 45 NBC-Red stations, Wed., 7:30-8 p.m. Agency: BBDO, N. Y.

M. G. VALIQUETTE Ltd., Montreal (furniture), on Sept. 30 started *L'Theatre Valiquette* on CBF, Montreal; CBJ, Chicoutimi, Que.; CBV, Quebec; CJBR, Rimouski, Que., Mondays, 8-9 p.m. Agency: Canadian Adv. Agency, Montreal.

NEW YORK Democratic Committee on Sept. 28 broadcast half-hour talk on WMCA, New York, and New York Broadcasting System (WABY WMBO WJTN WTRY WOLF WKNY WIBX SAY WBNY). Agency: Kell-Nason, N. Y.

'Famous Fathers' Discs

OSCAR SERLIN Productions, New York, is offering stations in the East a "free" series of 13 quarter-hour transcriptions incidentally advertising the stage show "Life With Father", playing in New York, Boston and Chicago. Entitled *Famous American Fathers*, the series features interviews between Howard Lindsay, star of the New York production, and guests including Eddie Cantor, Freddie Fitzsimmons, pitcher of the Brooklyn Dodgers, Wendell Willkie, Al Smith, James A. Farley and others, one guest on each disc. Transcriptions were made by Kermit-Raymond, New York. Stations accepting them include WCAU WFBR WMAL WXYZ WMBG WLS WBIG WMAS WCAX WOKO WSAZ WHP WELI WAIR WLAW WFBG WAPO WDEV WCPO WPRO WFBL WEAF WGN KQV WIRE WBZ-WBZA WSPA WTNJ WGNY WKOK WPIC WHAM and WMMN.

Renewal Accounts

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (shaving cream), on Oct. 6 renews *Bill Stern's Sports Newsreel of the Air* on 47 NBC-Blue stations, Sun., 9:45-10 p.m. Agency: Sherman & Marquette, Chicago.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on Oct. 5 renews *National Barn Dance* on 57 NBC-Red stations, Sat., 9-10 p.m. (EDST). Agency: Wade Adv. Agency, Chicago.

PET MILK SALES Corp., St. Louis (evaporated milk), on Sept. 28 renewed *Saturday Night Serenade* on 54 CBS stations, Sat., 9:45-10:15 p.m., for 52 weeks. Agency: Gardner Adv. Co., St. Louis.

CAMPBELL SOUP Co., Camden (soups), on Sept. 10 renewed *Martha Webster* on 57 CBS stations, Mon. thru Fri., 11:15-11:30 a.m. (repeat 3:15-3:30 p.m., shifting Oct. 7 to 3-3:15 p.m.). Agency: Ward Wheelock Co., Philadelphia.

BAYER Co., New York (Bayer aspirin), on Sept. 23 renewed for 52 weeks *Young Widder Brown* and added 15 NBC-Red stations, making a total of 51 NBC-Red stations, Mon. thru Fri., 4:45-5 p.m. Agency: Blackett-Sample-Hummert, N. Y.

CHARLES H. PHILLIPS CHEMICAL Co., New York (magnesia tablets), on Sept. 23 renewed for 52 weeks *Lorenzo Jones* and added 7 NBC-Red stations, making a total of 52 NBC-Red stations, Mon. thru Fri., 4:30-4:45 p.m. Agency: Blackett-Sample-Hummert, N. Y.

CALIFORNIA FRUIT GROWERS Exchange, Los Angeles (Sunkist oranges), on Nov. 4 renews *Hedda Hopper's Hollywood* and adds 12 stations (WNBF, WHCU, WISN, WGAN, KRLD, KOMA, KWKH, KTUL, WPRO, WHEC, WCKY, WMT), making a total of 41 CBS stations, Mon., Wed., Fri., 6:15-6:30 p.m. Agency: Lord & Thomas, Los Angeles.

CHARLES H. PHILLIPS CHEMICAL Co., New York (milk of magnesia), on Sept. 23 renewed *Stella Dallas* for 52 weeks, adding 3 stations for a total of 51 NBC-Red stations, Mon. thru Fri., 4:15-4:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

R. L. WATKINS Co., New York (Dr. Lyons Tooth Powder), on Sept. 23 renewed *Backstage Wife* and added 18 stations, making a total of 56 NBC-Red stations, Mon. thru Fri., 4-4:15 p.m. Agency: Blackett-Sample-Hummert, N. Y.

CHESEBROUGH MFG. Co., New York (Vaseline), on Oct. 30 renews *Dr. Christian* on 61 CBS stations, Wed., 8:30-8:55 p.m. (EST). (Reb. for West Coast stations, 11:30-11:55 p.m.). Agency: McCann - Erickson, N. Y.

Sam Stays On

SAM AGNEW, hospitalized from a systemic infection, crawls out of bed at 9 each evening and appears at the studios of WSAI, Cincinnati, two miles away for his regular broadcast for Chocolate Products Co., Chicago. Then he returns to the hospital. Friends keep him supplied with material for his script.

GENERAL FOODS Corp., New York (La France, Satina, Minute Tapioca), renews *Joyce Jordan, Girl Interne* on 51 CBS stations, Mon. thru Fri., 2:15-2:30 p.m. Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., New York, on Oct. 1 renews *Kate Smith Speaks* on 69 CBS stations Mon. thru Fri., 12-12:15 noon. Agencies: Young & Rubicam, Benton & Bowles, N. Y.

Network Changes

SUN OIL Co., Philadelphia, on Sept. 30 added WFIL, Phila., to NBC-Blue network carrying *Lowell Thomas*, Mon. thru Fri., 6:45-7 p.m. Agency: Roche, Williams & Cunnyngham, Chicago.

LIBBEY-OWENS-FORD Glass Co., Toledo, on Sept. 29 added 7 CBS stations to *Design for Happiness*, Sun., 5-5:30 p.m.

WANDER Co., Chicago (Ovaltine), on Sept. 30 replaced *Little Orphan Annie* with *Capt. Midnight* on 84 MBS stations, Mon. thru Fri., 5:45-6 p.m. Agency: Blackett-Sample-Hummert, Chicago.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive soap), on Oct. 7 shifts *Hilltop House* on 78 CBS stations, Mon. thru Fri., from 10:30-10:45 a.m. to 4:30-4:45 p.m. (EST). Agency: Benton & Bowles, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Octagon Products), on Oct. 7 shifts *Woman of Courage* on 40 CBS stations, Mon. thru Fri., from 9-9:15 a.m. to 10:45-11 a.m. (EST) and discontinues rebroadcast. Agency: Benton & Bowles, N. Y.

GENERAL MILLS, Minneapolis (Wheaties), on Sept. 29 shifts *By Kathleen Norris* on 24 CBS stations Mon. thru Fri., from 5-5:15 p.m. to 10-10:15 a.m. (EST) (reb. 11:45-12 noon). Agency: Knox Reeves Adv., Minneapolis.

PROCTER & GAMBLE Co., Cincinnati (Lava soap), on Sept. 30 shifted *Houseboat Hannah* on NBC-Red, Mon. thru Fri., from 10:15-10:30 a.m. to 10-10:15 a.m., at the same time adding 6 stations to make a total of 17 NBC-Red stations. Agency: Blackett-Sample-Hummert, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on Oct. 21 shifts *Life Can Be Beautiful* on 18 NBC-Red stations, Mon. thru Fri., from 5:15-5:30 p.m. to 5:45-6 p.m., at that time dropping *The O'Neills*, formerly broadcast on NBC-Red, 5:45-6 p.m. Agency: Compton Adv., N. Y.

WESTINGHOUSE ELECTRIC & MFG. Co., East Pittsburgh (institutional), on Oct. 10 shifts *Musical America* from NBC-Blue, Tues., 9-9:30 p.m., to 81 NBC-Red stations, Thurs., 10:30-11 p.m. Agency: Fuller & Smith & Ross, Cleveland.

MARS Inc., Chicago (candy bars), on Oct. 7 adds 36 stations to *Dr. I.Q.*, making a total of 95 NBC-Red stations, Mon., 9-9:30 p.m. Agency: Grant Adv., Chicago.

CARNATION Co., Milwaukee (Carnation Milk), on Oct. 7 changes its program on 67 NBC-Red stations, Mon., 10-10:30 p.m., from *International Nights* to *America Sings*. Agency: Erwin, Wasey & Co., Chicago.

Color Television Exhibited to FCC

Group Observes CBS System; Fly Praises RMA Studies

IN THE EFFORT to keep abreast of latest technical developments in television, a delegation of FCC officials Sept. 27 viewed a demonstration in New York of the color television system invented by Peter C. Goldmark, CBS chief television engineer. In the group were Commissioners Craven, Walker and Thompson; Nathan David, legal assistant to Chairman Fly; Andrew D. Ring, assistant chief engineer; William H. Bauer and Benedict Cottone, attorneys; George O. Gillingham, public relations director, and William C. Bosey, engineer.

Following the demonstration, Commissioner Craven observed that color television gives great promise of an important contribution to visual radio. Commissioner Thompson said he thought the development justified the action of the FCC last March in postponing authorization of television on a regular basis.

Chairman Fly, who previously had witnessed the demonstration, encouraged members of thee FCC to view this new development [BROADCASTING, Sept. 15]. Chairman Fly observed that television appears to be going through a transition and that all new developments must be observed in order effectively to appraise the art. He said that early in November the Commission might make another general inspection trip of video laboratories.

Commenting on the work of the RMA National Television System Committee, Mr. Fly asserted he was hopeful that effective standards would be developed soon. He praised the committee's work declaring that outstanding individuals in television are collaborating and doing a thorough-going job. FCC Chief Engineer E. K. Jett has met with the committee, he said, and it is planned to have other Commission officials confer with the group from time to time.

Meanwhile, RMA announced a general rally of its members in New York Oct. 7-8 to appraise various developments in radio—among them television and FM. The Systems Committee, organized by the industry under RMA sponsorship in cooperation with the FCC, was declared to be working at high speed and with intensive effort on the many technical and commercial problems involved. Rapid progress was reported on some of the standardization work, under the chairmanship of Dr. W. R. G. Baker, director of the RMA Engineering Department and vice-president in charge of radio of General Electric.

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

Mastodon of Mike

CLAIM to the title of mastodon of the microphone is made by WING, Dayton. Grayson Enlow, new WING announcer, is 6 ft. 6 in., and weighs 270 lbs. He uses a specially built chair for his mike work—an innovation of the station management after two control room chairs capitulated to his weight.

CASH FOR CHURCHES

P & G Renews Redemption of Labels, Wrappers

BASED on last year's successful experience, Proctor & Gamble is renewing the "Cash for Your Church" plan on a nation-wide basis, supported by its national advertising, particularly on the radio.

The plan, by which churches can raise extra funds for charitable or other church enterprises, is in effect from Sept. 16 to Dec. 2. The company will redeem box-tops, labels, and wrappers of certain of its products, in combined total quantities of 200 or more, for cash.

Camay wrappers, Ivory Flakes boxtops, and one-pound Crisco labels will be redeemed at ½-cent each, and 3-pound Crisco labels at 2 cents each. A slight change wil be made in the offer, for the Southern States of Arkansas, Tennessee, Georgia, North Carolina, South Carolina, Virginia, Louisiana, Mississippi, Alabama and Florida, to include Oxydol instead of Ivory Flakes. In these States, Oxydol box-tops will be redeemable at 1 cent each. Checks made to churches directly will be mailed about four weeks after receipt. The plan is supported by P. & G. radio commercials and advertising in religious publications.

Music Quiz Gets Sponsor

F. M. SCHAEFER Brewing Co., Brooklyn, becomes the first sponsor of *So You Think You Know Music*, musical quiz program, on Oct. 1, when it includes a condensed version of the previous half-hour program in its *Schaefer Revue* on WEAF, in addition to the program's regular features, Al Roth's orchestra and Felix Knight, tenor. The musical quiz has been broadcast sustaining for some months on CBS, which several times announced that the program would be dropped, but each time reinstated it following the protests of listeners and radio critics. The loyal following of the feature indicated by these protests is said to responsible for its inclusion in the *Schaefer Revue*, broadcast Tuesdays, 7:30-8 p.m. BBDO, New York, handles the Schaefer advertising.

Libel Suit Dismissed

LIBEL SUIT for $10.000 against WOR, Newark, and the Hoffman Beverage Co., Newark, brought by attorney Frank Mangravite, was dismissed by New York Supreme Court Justice Schmuck in a decision handed down Sept. 14. Mangravite argued that a Hoffman-sponsored newscast on the station in May 1939 accused a client of his of going to court with crutches and discarding them when the trial was over. The court ruled in part: "Nothing contained therein could possibly be construed as imputing knowledge by the plaintiff of any wrongdoing on the part of his client or any participation in the alleged fraud."

Poppele Planning WOR Television

NBC Tests 507-Line Video, Installing Orthocon Tubes

TELEVISION station of WOR, Newark, will be on the air within six to nine months, according to J. R. Poppele, chief engineer of WOR, who started tests to determine the transmitter site immediately upon the FCC grant of a television license to the Bamberger Broadcasting Service, operator of the station.

While it would be desirable to have the television transmitter located at 444 Madison Ave., New York, where WOR's FM station, W2XOR, is already situated, no final decision will be made until the tests are completed, Poppele said.

Investigations are also being made of all the types of television transmission equipment available, he stated, explaining that as WOR is primarily interested in broadcasting and is not a manufacturer of equipment it is more important for the station to experiment with program techniques than to repeat the laboratory work already being carried on by RCA, General Electric, Du Mont and the other experimenters in the field. There are comprehensive plans for research, however, he added, including tests of both vertical and horizontal antennas and experiments with transmission of pictures of 441, 507, 585, 637 and 729 lines, which he hopes will produce data that will aid in developing and determining standards for the industry. A minimum of $100,000 has been set aside by WOR for the initial television operations.

The fourth television station licensed for operation in the New York metropolitan area, WOR's television transmitter will operate on Channel No. 6 (92-102 mc.). Two hours of afternoon and two hours of evening service daily are planned for the start, Poppele said, with the time increased as rapidly as public acceptance warrants.

NBC's Preparations

Meanwhile, NBC is beginning to test transmission with 507 lines on its new frequency, although engineers refused to set a date for the station's return to service on a regular basis, pointing out that there's a lot of difference between going on the air for brief test periods and going into regular daily service and that a great deal of testing is necessary to insure continued operation once it is resumed. Work is also being done on the mobile units, replacing former camera tubes with the orthocon camera, which works on lower light intensities than were previously adequate for good image transmission.

No further progress has been reported by CBS on its color television, although the colored motion pictures televised for FCC Chairman James Lawrence Fly and for the press have also been shown to the members of the NTSC and to a delegation from the FCC. The NTSC subcommittees have held an almost continuous series of meetings, but have issued no statements. They answer inquiries with the reply that they are merely reviewing the present stage of television development in an attempt to decide what further research is immediately necessary and as yet have nothing to announce.

The Northwest's Best Broadcasting Buy
WTCN
AN NBC STATION
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17 Hours Daily-Continuous
Full-time CBS affiliate
ASHEVILLE N. C.
1000 WATTS
570 Kc.
Sole BLANKET COVERAGE of WESTERN NORTH CAROLINA

WLW 'Wireless' Hookup

A WIRELESS network of 15 stations in 11 States rebroadcast from WLW, Cincinnati, the Ohio State-Pitt football game Sept. 28. Arrangements were made by Eldon Park, WLW assistant sales manager. Dick Bray, sports announcer and Big Ten referee, was at the microphone.

New Production Firm

KERMIT-RAYMOND, production and transcription firm, has opened offices in New York at 37 West 57th St. Kermit Phillips is president and Raymond Green general manager. Telephone number is Eldorado 5-5511.

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Postal Telegraph

CLASSIFIED Advertisements

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Announcer—Operator—for Texas Station. Send full details, picture, salary expected, availability. Box A975, BROADCASTING.

Wanted—two aggressive salesmen. Salary basis. New Station expects to go on air November 1. Give complete information. Box A970, BROADCASTING.

Salesman Producer—city of 13,000 midwest. Enclose references and sales record, salary needed to start; opportunity. Box A962, BROADCASTING.

Producing Salesman-Announcer—city 10,000 Southwest. Enclose snapshot, personal description, give experience, references, salary needed start; opportunity. Box A954, BROADCASTING.

Station Managers & Employees—we operate nationally! We have made satisfactory placements in nearly every section of this country with clients in 42 states and two U. S. possessions. Let us help you, too! National Radio Employment Bureau, Box 864, Denver, Colorado.

ANNOUNCER—experience wanted. Accept any position. Transcription sent on request. Age 21. Box A973, BROADCASTING.

Sports Announcer—play-by-play all sports. Sport commentary. References, recording. Box A968, BROADCASTING.

EXPERIENCED SALESMAN—for regional network. Write airmail detailed statement all positions held, dates, earnings, monthly sales average, percentage program and announcement sales, merchandising and promotion experience. State starting salary or salary-commission desired. Enclose photo, references, personal data. Write Intermountain Network, McIntyre Bldg., Salt Lake City, Utah.

Situations Wanted

Time Salesman—20, experienced, prefer salary-commission, references. Good producer. Box A957, BROADCASTING.

COPYWRITER—five years of radio copywriting for furniture, food, automobiles, etc. Copy that Clicks! Box A959, BROADCASTING.

A young, experienced announcer-salesman-copywriter is now available. Will arrange to go anywhere for interview. Box A969, BROADCASTING.

RCA Graduate—first telephone, second telegraph licenses. Station and ship experience. Desires permanent position at nominal salary. Box A974, BROADCASTING.

$400 monthly—will handle to start, veteran of eight years with proven resultful ideas. Employed desires change. Seeks local station managership, programming. Box A972, BROADCASTING.

Available Now—announcer. News analysis, script, M.C., utility, long experience, creative, energetic. 38. Reliable. Good P.A. Box A976, BROADCASTING.

Announcer-Technician—with complete mobile 16 inch transcription equipment desires station-agency affiliation anywhere. Over ten years' radio background all markets. References. Box A977, BROADCASTING.

Program Director-Announcer-News or Farm Editor—7 years experience in network and local. Married, 28. About November 1. Now employed. Box A971, BROADCASTING.

Engineer—transmitter, studio. Radio Telephone, telegraph. RCA graduate. Construction experience. Now employed, available two weeks notice. Box A967, BROADCASTING.

NEWS-CONTINUITY-MAN—recent graduate school of journalism. Can collect and process news, write continuity. Go anywhere. Accept small salary to start. References. Box A964, BROADCASTING.

Situations Wanted (Continued)

Announcer—network experience, specializing on commercials, both writing and "selling", but with full background in all types ad lib desires connection. Record, etc. available. Box A963, BROADCASTING.

Attention—Owners of Radio Stations. If you're tired of excuses and hot air by your swivel-chair salesmanager, give me a personal interview. I'm your man. Box A960, BROADCASTING.

Announcer-Accompanist—young man desires opportunity in radio station. Experienced announcer and musician. Capable production man. Excellent references. Box A956, BROADCASTING.

Competent Engineer—now employed with 100 watt station, desires change. Present salary twenty-five weekly. Box A952, BROADCASTING.

Young married man—now employed with NBC outlet, desires to relocate in progressive local or regional station. Licensed operator, experienced studio announcer with good voice. Three years experience. Box A955, BROADCASTING.

ANNOUNCER — excellent bass-baritone voice; 2 years experience; 21; holds 1st Phone; employed; ambitious; honorable character; capable of position with station 1KW-10KW; desires location city 60,000 or more. Box A961, BROADCASTING.

Station Executive—manager, sales promotion. Knows production. Desires position with station where ability will bring advancement. Efficient administrator with 7 years experience. Will consider small salary and percentage arrangement. Box A965, BROADCASTING.

Manager Available—to head new or established station. Good pepper up. Ideas, promotion and merchandising. Can organize entire staff for efficient, economic operation. Successful background 12 years local and network stations. Box A966, BROADCASTING.

Program Manager-Production Director—desires change. Four years' experience. Also skilled in continuity writing and special events announcing. College graduate. Qualifications rated excellent. References on request. Box A958, BROADCASTING.

Announcer—wishes connection with network affiliate. Now employed. Thoroughly experienced in personality and routine work. Interested in production. Thirty years old; married. Excellent references and transcription available. Address Box A953, BROADCASTING.

Allen Kander & Company, Inc.

* * *

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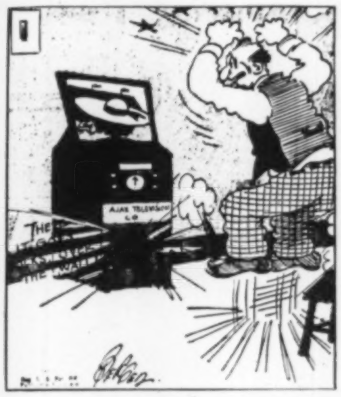

Grand Rapids Press
"For the Luvva Pete, Madam—Take Off Your Hat!"

DST in Canada

ALL Canadian broadcasting will operate the year round on Daylight Saving Time for the duration of the war in those municipalities using Daylight Saving Time during the summer. The Government decision was reached just prior to the change over to Standard Time was to be made Sept. 29, and was announced as a war measure to save electric power in large cities and industrial areas. The announcement was made after practically all stations had arranged their fall and winter schedules for operation on Standard Time, necessitating revamping of all schedules.

Poll of Televiewers

POLL of New York televiewers by Allen B. Du Mont Labs., Passaic, N. J., shows that increased service is the first wish of the video audience. According to Will Baltin, program director of W2XWV, Du Mont station, who conducted the poll, the televiewers seek more news pickups, especially sports. A great majority favored variety studio programs while others sought shows with feminine appeal during matinee programs. Choices by types of programs were: sports, 82%; variety, 60%; news, 48%; motion pictures, 32%. As to length of service, 65% favored six hours daily, 10% eight hours and a few asked a 12-hour day.

WOR Host to Clinic

ANNUAL advertising and selling course of the New York Advertising Club will be held at the studios of WOR, Newark, Feb. 10-27. About 600 will attend. In charge of the clinic are Eugene S. Thomas, WOR sales manager, and William A. Boetcker. Speakers will be: Julius F. Seebach Jr., WOR vice-president in charge of programs, "Programming"; Robert A. Simon, WOR director of continuities, "Words & Music"; Roger Bower, WOR producer-director "Production in the Studios"; Max Wylie, CBS director of script, "Radio Writing"; Robert T. Colwell, of the J. Walter Thompson Co. radio department, "Commercial Radio Writing"; Edward M. Kirby, NAB director of public relations, "Program and Copy Acceptance".

GE reports the sale of new 250-watt FM transmitters to San Antonio Public Service Co. and San Diego Gas & Electric Co., for use in two-way emergency communications.

Defense Communications Board

(Continued from page 11)

been checked in all Government departments affected weeks ago.

Under Section 606, severely criticized in the past by opponents of the President as giving him a "blank check" insofar as radio is concerned, legal observers felt that the President could designate a planning and coordinating agency, but with no power to take over facilities or to operate communications services. It is consequently expected that one of the principal functions of the board in its deliberations will be the preparation of recommendations for the President with regard to radio operations under Section 606. In no event, however, could such recommendations become effective until war is declared or a state of national emergency proclaimed.

The Executive Order itself does not embrace the clearly defined descriptions of the new board's functions projected in the White House announcement. There is the clear-cut statement, however, banning censorship and limiting the board's functions to physical aspects of broadcasting.

Functions Specified

The preamble of the Executive Order brings out that coordinated planning of communications facilities with the needs of the armed forces, Government agencies, industry and civilian authorities "must be accomplished as a matter of preparation of national defense" and that the interest of national defense in the matter of control and use of communications facilities during any war in which the United States may become a belligerent, is deemed paramount.

Thereafter, the functions of the board, to "determine, coordinate and prepare plans for the national defense, which plans will enunciate for and during any national emergency" were enumerated. These embraced the needs of the armed forces, other Governmental agencies, industry and other civilian activities for communications facilities; allocation of such portions of Governmental and non-Governmental communications facilities to meet the requirements of the armed forces with consideration given to the matters of industry and civilian activities and to determine the measures of control and the agencies to exercise control over non-military communications to meet defense requirements.

The Interdepartmental Radio Advisory Committee, now in charge of allocation of Government frequencies, was named as an advisory group of the board "during any war" in which this country is a belligerent or any national emergency. IRAC normally functions as an advisory board for the President on allocation of frequencies. The order, however, specifies that when IRAC is acting as an advisory committee to the new board, all of its reports, recommendations or communications normally prepared for the President shall be instead submitted to the board for consideration from the standpoint of national defense and for disposition.

Died!

SO SAYS WWVA, Wheeling, on the cover of its weekly program schedule in referring to the interment at 2 a.m. Sept. 29 of daylight time, "this demon blitzkrieger of radio schedule makers". The issue is dedicated "to those who have been so considerate in adjusting program times."

Relay Rule Amended

AMENDMENT of Section 4.23 of Part 4, of the FCC rules governing relay broadcast services, through a frequency switch, was announced Sept. 19 by the FCC. The rules, effective Nov. 1, were changed by deleting under Group B of the table the frequency 2022 kc., and substituting the frequency 2074 kc., subject to the condition that no interference is caused government stations on adjacent channels.

GOLDEN PEACOCK Inc., Paris, Tenn. (bleach cream) on Sept. 30 started *Counter Number 7*, thrice-weekly live-talent script show on WSM, Nashville, starring Joyce Foster and written by Leslie Sterne. The series describes the adventures of a girl clerk at a cosmetic counter. H. W. Kastor & Sons, Chicago, handles the account.

BUD HIESTAND, Hollywood announcer of the NBC *Burns & Allen Show*, sponsored by George A. Hormel & Co. (Spam), has appeared in more than 40 motion pictures, and all as announcers.

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ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 14 TO SEPTEMBER 27, INCLUSIVE

Decisions . . .

SEPTEMBER 17

NEW, Dalton Bcstg. Corp., Dalton, Ga.—Granted CP 1200 kc 250 w unl.

WSOC, Charlotte, N. C.—Granted CP new antenna, increase to 250 w N & D.

WHBU, Anderson, Ind.—Granted mod. license to 250 w unl.

KTMS, Santa Barbara, Cal. — Granted CP increase to 1 kw.

KWAL, Wallace, Id.—Granted mod. license to 250 w unl.

NEW, Balaban & Katz, Chicago—Granted CP television relay station 204-216 mc experimentally, 250 w visual power.

WXYZ, Detroit—Granted CP increase N to 5 kw.

WSPR, Springfield, Mass. — Granted amended CP change to 1240 kc directional unl.

WHBF, Rock Island, Ill.—Granted CP new trans., increase to 5 kw, change directional antenna and use N & D, 1240 kc unl.

KFJZ, Fort Worth—Granted CP new trans., increase to 5 kw, directional N & D, 1240 kc unl.

SET FOR HEARING—NEW, Batavia Bcstg. Corp., Batavia, N. Y., CP 640 kc 250 w D; NEW, Thomas J. Watson, Endicott, N. Y., granted rehearing applic. 1240 kc 1 kw directional N, which was denied 12-23-38.

SEPTEMBER 18

NEW, Radio Voice of New Hampshire, Manchester. N. H.—Granted CP 610 kc 1-5 kw unl. directional.

NEW, Bamberger Bcstg. Service, New York—Granted CP television No. 6 1 kw A3 and A5.

MISCELLANEOUS — WAPI, Birmingham, granted motion continue hearing on renewal applic. to 11-18-40; KOCA, Kilgore, Tex., cancelled CP granted 12-29-39, authorizing removal of trans., and changing antenna, at request of applicant; licenses for CPs granted KIUP, Durango, Col., WIP, Philadelphia, KRSC, Seattle, WRNL, Richmond, WCAE, Pittsburgh, WHOM, Jersey City, and WORD, Spartanburg, S. C.

SEPTEMBER 23

WGNY, Newburgh, N. Y.—Granted CP new trans.

WFCI, Pawtucket, R. I.—Granted mod. CP re new trans.

WBRW, Welch, W. Va.—Granted license new station 1310 kc 250 w unl.

WNLC, New London, Conn.—Granted license increase to 250 w.

SEPTEMBER 24

WING, Dayton, O.—Granted auth. transfer control of WSMK Inc., licensee of WING, to Charles Sawyer.

W2XOR, Carteret, N. J.—Granted CP change equip., and move to 444 Madison Ave., New York.

WBOE, Cleveland—Granted CP noncommercial educational station, change to 42.5 mc 1 kw FM.

SET FOR HEARING—WMBD, Peoria, and relay stations, applic. voluntary assignment licenses to Peoria Bcstg. Co.; NEW, Harbenite Bcstg. Co., Harlingen, Tex., CP 1420 kc 250 w unl.; NEW, Stephen R. Rintoul, Stamford, Conn., CP 1370 kc 250 w unl. IV; WGNY, Newburgh, N. Y., CP new trans., change to 1370 kc 250 w unl.; KOVO, Provo, Utah, voluntary assignment license to KOVO Bcstg. Co.

MISCELLANEOUS—KUJ, Walla Walla, Wash., and KRLC, Lewiston, Id., granted petition reconsider and grant applics. exchange frequencies etc.; WDGY, Minneapolis, granted extension time file answers to rehearing petitions of WOV, KWKH; W6XKG, W6XRE, Los Angeles, denied renewal high-frequency licenses, as entered 4-4-40; WTAL, Tallahassee, Fla., renewal hearing to be held 11-19-40 at Tallahassee; WWRL, Woodside, N. Y., granted further extension temporary license use former WMBQ time; KEVR, Seattle, denied waiver of Rule 1.368 and dismissed applic. 1370 kc unl.; WRTD, Richmond, Va., cancelled license heretofore issued for WRTD and deleted call letters WRTD and dismissed applic. change freq., increase license.

TEMPORARY RENEWALS—Prescott, Ariz.; WFPG, Atlantic City; WGTC, Greenville, N. C.; WLBJ, Bowling Green, Ky.; WPAB, Ponce, P. R.; WSAM, Saginaw, Mich.; KTW, Seattle; KSUB, Cedar City, Utah; WDAK, West Point, Ga.; WJHP, Jacksonville, Fla.; WSOO, Sault Ste. Marie, Mich.

SEPTEMBER 25

KGLO, Mason City, Ia.—Proposing to grant CP change to 1270 kc. 1 kw unl. (facilities KGCA and KWLC).

KIEV, Glendale, Cal.—Granted renewal license.

KFIO, Spokane—Proposing to deny without prejudice applic. CP change to 950 kc 1 kw unl.

SEPTEMBER 27

MISCELLANEOUS — WAAT, Jersey City, KTSM, El Paso, and WPTF, Raleigh, granted mod. CPs for new transmitters; KMYC, Marysville, Cal., granted license new station 1420 kc 100 w unl.; WKAR, E. Lansing, Mich., granted license increase to 5 kw; WMEX, Boston, granted license increase to 5 kw unl.; WLAV, Grand Rapids, Mich., granted license new station 1310 kc 250 w unl.

Applications . . .

SEPTEMBER 14

NEW, Rose City Bcstg. Co., Tyler, Tex.—CP 1370 kc 250 w unl., amended to 1500 kc, asks KGKB facilities.

KGNC, Amarillo, Tex.—CP increase to 1-5 kw, new trans. III-A.

WSUI, Iowa City—CP change antenna, change to 5 kw N & D.

NEW, Don Lee Bcstg. System, San Francisco—CP 43.5 mc 3,080 miles FM.

SEPTEMBER 17

WEOD, Boston—Mod. license to 156750, 158400, 159300, 161100 kc.

NEW, Ashland Bcstg. Co., Ashland, Ky.—CP 43.3 mc 5119.5 sq. miles FM.

WLWO, Cincinnati—Mod. license to 75 kw, 6080, 9590, 11710, 15250, 17800 and 21650 kc, unl. on 9590, 11710 and 15250 kc.

WJHP, Jacksonville, Fla. — CP new trans., directional N & D, increase to 5 kw, move trans. to Marietta, Fla.

NEW, Alexandria Bcstg. Co., Alexandria, La.—CP 43.3 mc 3025 sq. miles FM, amended to 44.7 mc.

WHBL, Sheboygan, Wis.—CP increase to 1 kw N & D, directional N III-A.

KVOX, Moorhead, Minn.—Transfer of control to David Shepard, John Boler and Howard Johnson.

WBAX, Wilkes-Barre, Pa.—Proposing to deny applic. renewal license.

SEPTEMBER 20

WMEX, Boston — License for CP increase power, etc.

WAKR, Akron—Mod. CP new station to change type of trans.

NEW, Carver, Williams and Ross, Lawton, Okla.—Amend CP applic. 1120 kc 250 w to omit name of Thomas B. Williams.

WCOS, Columbia, S. C.—Mod. license to 1050 kc, amended to 1140 kc.

KTSM, El Paso—Mod. CP increase power etc., to change type of trans.

SEPTEMBER 23

WAAT, Jersey City—Mod. CP increase power, re new trans.

WABC, New York—Mod. CP move trans. etc., re new trans.

WGR, Buffalo—CP move trans., amended to directional N, increase to 5 kw N & D.

WLWO, Cincinnati—Mod. license re frequencies.

WPTF, Raleigh, N. C.—Mod. CP new trans., for further changes in trans.

SEPTEMBER 26

New, Hawaiian Bcstg. System, Honolulu—CP 1340 kc 250 w unl.

WOV, New York—Mod. CP increase power etc., to change type of transmitter.

NEW, WBNS Inc., Columbus—CP 43.1 mc 12,400 sq. miles, amended to change type of transmitter.

WLOK, Lima, O.—Mod. CP increase power etc., for new transmitter.

KYAN, Cheyenne, Wyo.—Mod. CP for new transmitter.

SEPTEMBER 25

NEW, W. G. H. Finch, New York—CP 44.7 mc 4,400 sq. miles.

NEW, Atlantic Bcstg. Corp., Miami—CP 940 kc 500 w-1 kw unl., amended to 1280 kc, change antenna (1310 kc under treaty).

WCBD, Chicago—Mod. license to 830 kc 5 kw D, amended to CP 820 kc under treaty, 10 kw D.

KXO, El Centro, Cal.—Voluntary assignment license to Valradio Inc.

KAWN, Gallup, N. M.—Voluntary assignment license to A. W. Barnes.

NEW, Contra Costa Bcstg. Co., Richmond, Cal.—CP 1170 kc 500 w ltd. II.

FCC AND DEFENSE
Fly Tells How Commission Polices the Air

THE PART played by the FCC field force in the integrated national defense program is described by Chairman James Lawrence Fly in a transcribed address broadcast during the week of Sept. 23 on some 260 stations. The stations are collaborating with the Government through branches of the Office of Government Reports.

Main place of the FCC in the preparedness program is to police the air, Chairman Fly said in the interview—and to do it effectively. This field work, he explained, has been going on for many years on a smaller scale. He described progress in the radio art and lauded the cooperative spirit of various branches of communications.

WITH 50 times the power it formerly used (a jump from 100 watts to 5,000 watts), WMEX, Boston, on Sept. 9 began operating from this new transmitter building at Quincy, Mass. It is a two-story-and-basement type Colonial, with the upper floor comprising living quarters for engineers and the first floor accommodating the new RCA transmitter, tube storage and rest rooms. There are two Truscon towers, 210 feet overall in the background. The station is on 1470 kc. as a Class II outlet. The total cost of the new installation was about $100,000. Personnel will be increased in all departments.

GE Asks 50 kw. FM

GENERAL ELECTRIC Co. has asked the FCC to increase power of its FM station, W2XOY, from 2,500 to 50,000 watts. The station operates on 43.9 mc. and is located in the Helderberg Mountains overlooking Albany, Schenectady and Troy. With increased power it would serve an area of 16,030 miles with 1,560,000 potential listeners, GE says. The transmitter would be a standard GE commercial unit with a 250-watt and 3-kw. transmitter as exciter for 50-kw. amplifier. A special 3-bay turnstile antenna would be used. Programs would be relayed from Schenectady studios, along with transcriptions and relayed programs from other FM stations.

WBNY-ACA Pact

A NEW agreement between WBNY, Buffalo, and American Communications Assn., CIO union, has been signed to become effective Oct. 1 following the expiration of the agreement signed a year ago. Calling for an immediate increase of $2.50 per week, from $35 to $37.50, for present employes, the contract also specifies a closed shop, with all hiring done through the union; ACA to be sole collective bargaining agency; five-day, 40-hour week, with time-and-a-half for overtime; no split tricks; minimum starting salary of $35 a week with $2.50 a week raises annually; guarantee of job with full seniority and other rights if man is called away for military service; one part-time man may be employed at 87½ cents per hour, be guaranteed a minimum of three hours when called and a minimum of $20 per week; seven days vacation with pay for all men with six to 12 months' service and 14 days for all employed more than a year; four weeks sick leave with pay per year.

NLRB Orders Ballot

SECRET ballot within 30 days among transmitter employes of the Mason Dixon Radio Group was ordered Sept. 24 by the Labor Relations Board. Stations specified are WGAL, Lancaster; WORK, York; WILM and WDEL, Wilmington, Del. The operators will decide if they wish to be represented by Associated Broadcast Technicians Unit of International Brotherhood of Electrical Workers (AFL). The Board ruled that these four stations were appropriate units despite claim of the Mason Dixon group that all transmitters of its complete group of seven stations should be classified as a unit.

RCA MFG. Co., Camden, announces sale of the following equipment: KFBC, Cheyenne, Wyo., 250-K transmitter; WBML, Macon, Ga., 250-K transmitter; WINX, Washington, 250-K transmitter; WLOK, Lima, O., 250-K transmitter; WAKR, Akron, 1-EA transmitter; KYAN, Cheyenne, Wyo., 250-K transmitter; WLAW, Lawrence, Mass., 1-5D power amplifier unit; WGAN, Portland, Me., 1-5D transmitter.

TO HONOR Lowell Thomas' tenth year on the air, news commentators on Sept. 2 joined in a half-hour program on combined NBC-Red and Blue Networks as part of a celebration at the Waldorf-Astoria Hotel, New York. Thomas is currently sponsored on the Blue by the Sun Oil Co.

H. R. Gross to WLW; Signed for Sohio News

H. R. GROSS, veteran Midwest news commentator, who lost in the Republican gubernatorial primaries in Iowa by a narrow margin several months ago, has joined WLW, Cincinnati. He will handle three news programs daily from Monday through Saturday as the *Sohio Reporter*, sponsored by Standard Oil Co. of Ohio.

Mr. Gross

Mr. Gross is a graduate of the Missouri School of Journalism and worked on newspapers in the Midwest and Southwest prior to joining the United Press, serving in its Houston, Des Moines and Kansas City bureaus. He joined WHO, Des Moines, five years ago and as a result of his popularity in the State, was prevailed upon to seek the Republican gubernatorial nomination. He resigned from WHO last April to announce his candidacy.

GEORGE WILSON, formerly of the Chicago office of Howard H. Wilson Co., national station representatives, has been appointed head of the Kansas City branch. Ruth Riddell, formerly a student of Iowa U, has joined the Chicago office as secretary.

LUTHER REID, publicity director of WABC, New York, has resigned to engage in other activity. He joined CBS in 1936 as assistant news editor, advancing to news editor and then acting publicity director. Ted Weber, assistant publicity director of CBS, and Don Hagerty, of the news staff, will divide his duties.

BETZY TUTHILL, first girl member of the CBS production staff, New York, on Sept. 4 was married to John Lagemann, writer at one time with the CBS publicity staff.

MARTIN OEBBECKE, assistant technical supervisor of WIP, Philadelphia, sailed Sept. 23 for a two-week vacation cruise to Honduras.

HERBERT ECKSTEIN, master control supervisor and engineer of WIP, Philadelphia, is the father of a girl, born Sept. 23.

H. WIEAND (Hank) BOWMAN, formerly with the Tom Fizdale office in New York, takes over the publicity desk at Philco in Philadelphia.

DAVID O. ALBER, New York, and Irving Parker, Hollywood, have merged their publicity firms, Radio News Syndicate and Radio Feature Service respectively.

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University Park, Md.

LATE *Personal* NOTES

HENRY T. ROCKWELL, formerly with the Buffalo office of BBDO, where he handled radio for Carborundum Co. and other clients, has been appointed radio director of Albert Frank-Guenther Law, New York agency specializing in financial accounts. Rockwell's first program in his new position is *But That's Not New York*, sponsored by Chase National Bank, New York, twice weekly on WJZ, that city.

MERVYN RATHBORNE was reelected president of the American Communications Assn., CIO union, and Leonard Ohl was reelected vice-president of the union's broadcast division at the ACA 1940 general biennial elections.

DON WILSON, NBC announcer of the *Jell-O Show* starring Jack Benny and Maxwell House *Good News of 1941*, in November is to marry Peggy Ann Kent, daughter of Sidney R. Kent, president of 20th-Century Fox Film Corp.

JESSIE H. LIDE, for the last six years Westinghouse sales development manager in the Middle Atlantic district, has been appointed to the newly created post of assistant manager of the merchandise advertising and sales promotion department of the company.

OWEN VINSON, producer with Carl Wester & Co., Chicago, and Pauline Hopkins Vinson, writer with the same company, are parents of Kathleen Elizabeth Vinson, born Sept. 21 at Michael Reese Hospital, Chicago.

GEORGE O'LEARY formerly of the William G. Rambeau Co., Chicago, national station representative firm, on Sept. 28 joined the sales staff of George S. May Co., Chicago management engineering firm.

DON DAVIS, president of WHB, Kansas City, has been named a member of the Kansas City Aviation Advisory Board.

THOMAS GREENE formerly an account executive of Lorin Collins & Associates, Chicago advertising agency, on Sept. 30 joined the sales staff of William G. Rambeau Co., Chicago.

WILLIAM KLINKE, engineer of WJJD, Chicago, on Sept. 21 married Dorothy Webb.

BILL JONES, of the former *Atlanta Georgian*, has joined WGST, Atlanta, as salesman. Gordon Eaton replaces Mel Everitt on the announcing staff.

ARCHIE LEONARD, recently of WNAX, Yankton, KFJB, Marshalltown, and Des Moines stations, has joined KGNF, North Platte, Neb.

ARTHUR RADKEY, acting educational director of WLW, Cincinnati, and Virginia Harford, of Cincinnati, were married in late September.

W. LEON ADAMS, formerly of the Centenary College public relations staff and the Delta Air Lines at Shreveport, has joined WWL, New Orleans, as assistant promotional and publicity director.

FREDERICK C. BOND, formerly with David Warrick Griffith, Hollywood, has been named president of United Recording Co., Chicago.

FRANK MILLS, formerly of the KGKO Dallas studios, has been transferred to Fort Worth, replacing Howard Carraway, named continuity director.

WILLIAM B. WAY, vice-president of KVOO, Tulsa, was in charge of arrangements for the Tulsa visit of Wendell Willkie, GOP Presidential nominee.

THOMAS S. LEE, president of the Don Lee Broadcasting System, and J. C. Lewis, Los Angeles radio producer, authored a new tune, "Angel Beware", which was given its premiere by Dave Rose's orchestra over MBS.

AL SCALPONE, Young & Rubicam, Hollywood, commercial writer, on Sept. 21 married Patricia Leistikow, in Hollywood.

LAWRENCE ABBOTT, assistant to Dr. Walter Damrosch, NBC music counsel, has written two books, *Approach to Music* and *The Listener's Book on Harmony*, which will be released this fall.

BOB NOVAK, of Young & Rubicam, New York, a graduate of the NYA Radio Workshop, was guest Sept. 26 on the workshop's program, *NYA Varieties*, on WNYC, New York's municipal station.

LEE KIRBY, sports announcer of WBT, Charlotte, won a portable radio in a golf tournament during the Atlantic Refining-N. W. Ayer football conference in Philadelphia.

CARL GLICK, director, playwright and author for little theatres throughout the country, has been appointed head of the Little Theatre of the Air section of the Script Library, a division of Radio Events, Inc., New York.

FRANK MURTHA, sustaining broker of the NBC Aritists Service, married Emma Neugebauer Sept. 28 in Brooklyn.

GLAN HEISCH, program manager of KFI-KECA, Los Angeles, is the father of a girl, born Sept. 24.

HAY-ADAMS HOUSE

In hospitality, charm and dignity as well as service and cuisine, the Hay-Adams House perpetuates these two great names. An ideal location, directly opposite the White House, overlooking beautiful LaFayette Park. Write for free "Guide to Washington."

From $3.50 Single $5. Double
Completely Air Conditioned

SIXTEENTH STREET AT H

WASHINGTON
D.C.

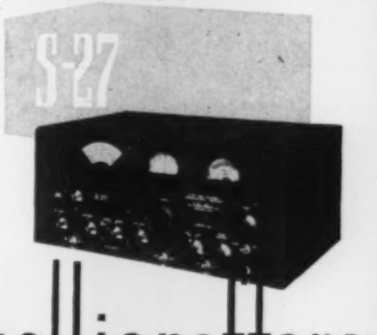
communications

SX-28

Model SX-28 Super Skyrider is a 6 band, 15 tube receiver giving you complete front panel control over every phase of the circuit. 2 stages of preselection . . . high fidelity push-pull audio . . . calibrated electrical bandspread . . . micrometer scale on main tuning knob . . . 6-position selectivity control . . . band pass audio filter . . . automatic noise limiter . . . new crystal filter circuit . . . ball bearing tuning mechanism . . . semi-floating main tuning and bandspread condensers. Covers 540kc to 43mc. Panel is exact rack size. Chassis has rigid girder construction. Hallicrafters-Jensen Bass Reflex speakers available. With crystal and tubes, less only speaker . . . $159.50 NET

USED BY 33 GOVERNMENTS
SOLD IN 89 COUNTRIES

Model S-27 is the first general-coverage U.H.F. communications receiver to incorporate Frequency Modulation reception. Covers 3 bands: 27 to 46mc; 45 to 84mc; 81 to 145mc. Switch changing from FM to AM reception. Acorn tubes in R.F. and newly developed converter system. High gain 1853 tubes in I.F. stages. Beam power tubes and 6C8G phase inverter in A.F. Amplifier. A VR 150 voltage regulator tube is used to assure excellent electrical stability. 955 plate-tuned oscillator. I.F. selectivity automatically sharpened to receive amplitude modulated U.H.F. signals or broadened for wide band frequency modulated signals. With tubes, less only speaker . . $175.00 NET


S-27

hallicrafters

KGLO Is Granted Fulltime Regional

Proposed Decision Gives It KGCA, KWLC Facilities

FACILITIES of the two time-sharing stations in Decorah, Ia., would be given KGLO, Mason City, Ia., under a proposed decision of the FCC Sept. 25 which announced its intention of granting KGLO's application to shift frequency from 1210 to 1270 kc. and increase its power from 100 watts night and 250 watts day to 1,000 watts fulltime.

The application of Charles W. Greenley for renewal of license of KGCA, Decorah, was denied as in default, resulting in ordered deletion of the station, while that of KWLC, Decorah, operated by Luther College, to use 1270 kc., was denied also, but without prejudice to filing of an application for another frequency.

Improved Service

The Commission found that granting of the KGLO application would result in improvement of service and would serve public interest better than granting of renewals to KWLC and KGCA. The service of the college station, it held. could be improved and extended by use of a local frequency such as that now used by KGLO, in lieu of its present assignment. KGLO is operated by the Globe Gazette Co. The FCC pointed out that no evidence was offered in support of the application of Greenley for renewal, and accordingly the application should be denied as in default.

In a second docket case the FCC granted the application of KIEV, Glendale, Cal., for renewal of license on 850 kc. with 100 watts daytime. The station had been cited for allegedly poor program service, particularly in connection with phonograph record renditions, but the FCC concluded that attempts have been made to improve programs. The facts developed at the hearing, the decision said, will be given "cumulative weight in dealing with any future questions involving the conduct of this station."

Findings proposing to deny without prejudice the application of

Gulden Back to Radio

CHARLES GULDEN Inc., New York, on Oct. 15 resumes radio advertising for Gulden's mustard on six stations in the East. Quarter-hour variety programs twice weekly on WJZ, New York, and WGY, Schenectady, will be rebroadcast by transcription the following week on WOR, Newark, and WNAC, Boston. Company takes three participations weekly on *Make Believe Ballroom* on WNEW, New York, and starts seven weekly periods of AP news on WQXR, New York. Charles W. Hoyt Co., New York, handles the account.

Chooz on Big List

PHARMACO, New York, subsidiary of White Laboratories, has started a spot campaign for Chooz, using five-minute programs three times a week on WABC and WJZ, New York, and announcements, also three times weekly, on about 35 stations. William Esty & Co., New York, is the agency.

Nine Get Gordon Discs

GORDON BAKING Co., Detroit, has started a spot campaign for Silver Cup bread, using five-minute transcriptions on WEAF, WABC, WNEW, New York; WBBM, WMAQ, WGN, Chicago, and WJR, WWJ, WXYZ, Detroit. Campaign was placed through Barton A. Stebbins Adv., N. Y.

HOTEL ASTOR, New York, has renewed its *Memories of Broadway* series of musical programs with announcements in Spanish, broadcast Wednesdays from 9:15 to 9:45 p.m. to South America on the NBC international stations, WRCA and WNBI, for an additional 13 weeks. Agency is Swafford & Koehl, New York.

KFIO, Spokane, to shift in frequency from 1130 to 950 kc., and increase power from 100 watts daytime to 1,000 watts fulltime, also were announced by the FCC. The proposed operation, the Commission held, would cause interference to CJRM, Regina, Sask., in violation of the North American Regional Broadcasting agreement, and would further complicate "the problem of the Commission in carrying out the provisions of the agreement".

BEST PICTURE of the American Legion national convention parade in Boston Sept. 24 was this panorama which included the WBZ booth, one of four pickup points used by that station. Photo was taken by the *Boston Globe* and was voted best parade picture by the National Legion Corp and will be given national publicity in Legion publications. WBZ also had Fred Cole in a parade car with portable transmitter, while Jim Pollard spoke from the Statler marquee and Arch McDonald from a booth.

SPECIAL FCC dispensation enabled WORL, Boston, to stay on the air two hours after regular signoff to cover the national American Legion parade Sept. 25. Here is Gordon Wayne (left), a commentator, as Gov. Saltonstall of Massachusetts greets paraders.

WLWO DEDICATION

FDR Uncertain About Ability To Attend Ceremony

THE international situation may prevent President Roosevelt from attending the formal dedication of the new Crosley international broadcast station, WLWO, in Cincinnati, Oct. 12, the Chief Executive indicated at his press conference Sept. 24.

Commenting on national defense inspection plans, the President said he had been invited to speak at the Cincinnati dedication on Columbus Day, but that he did not believe he could get that far off base. In these times, he pointed out, it is difficult to make definite plans that far ahead. It is presumed that if the President does not personally attend the ceremonies, he will participate by remote control from Washington along with Secretary of State Hull, Ambassadors representing the South American countries and other dignitaries.

* * *

Formal dedication of WLWO, international shortwave adjunct of WLW, Cincinnati, will take place Columbus Day, Saturday, Oct. 12, with an elaborate 2½ hour program originating in Washington and Cincinnati. Representatives of the Department of State, ambassadors and ministers of most of the Latin American republics, and other nationally and internationally prominent figures will take part. The first hour of the ceremonies will also be heard over WLW, 8-9 p. m. (EST).

In addition to the diplomatic representatives, speakers will include Dr. Leo S. Rowe, director-general of the Pan-American Union; Thomas Burke, chief of the Communications Division of the State Department, and representatives of the FCC. In Cincinnati, Spanish commentary will be handled by Manuel Avila and Aristides Nodarse, both of the WLWO announcing staff.

The station operates with a power output of 50,000 watts, which by virtue of a directional beam toward South America reaches an optimum power of 600,000 watts in the territory it covers. Recently, an application to increase the power to 75,000 watts was filed with the FCC.

KEN NILES, Hollywood announcer, will appear in a Warner Bros. short, "The Sockaroo".

NAPA TO APPEAL RECORD DECISION

AN APPEAL to the Supreme Court of the United States for a rehearing of the so-called Whiteman case will be made by RCA before the Nov. 14 deadline, according to David Mackay, RCA counsel. Decision of the Federal District Court that broadcasters could not use phonograph records on the air without first securing permission of the recording company and, under certain conditions, of the recording artist, was reversed by the United State Court of Appeals in a verdict which found that the broadcaster has the right to play phonograph records without restriction from either manufacturing company or artist [BROADCASTING, Aug. 1].

National Assn. of Performing Artists, which handled Whiteman's part in the proceedings, will also probably appeal, although the final conclusion has not been reached. No appeal is contemplated by the National Assn. of Broadcasters, which handled the appeal of WNEW, station involved, before the Federal Court of Appeals, as the verdict of this court was entirely satisfactory to the broadcasters.

Meanwhile, NAPA has filed suit in Philadelphia against Westinghouse Electric & Mfg. Co. in its capacity as owner of KYW in that city, asking the Court of Common Pleas for an injunction permanently restraining the station from broadcasting phonograph records made by NAPA members without permission [see page 44].

Nestle Le Mur Resumes

NESTLE LE MUR Co., New York, recently resumed radio advertising for its cosmetics with three ten-minute programs on WNEW, New York, and a spot announcement series on WJZ, New York. District managers throughout the country have been advised to consider local stations for possible expansion of the campaign. R. T. O'Connell Co., New York, handles the account.

Meet Red Network Minimum

ADDITIONS of three stations to the outlets for *Stella Dallas* and of 18 to the *Backstage Wife* schedule, effective with the 52-week renewals of these daytime serials on NBC-Red, Sept. 23, bring the station list for each program to the more-than-50 required by NBC for advertisers on the Red network between 11 a.m. and noon and between 3 and 5 p.m. Ruling, which was promulgated last March, becomes effective with the expiration of all contracts for time on the Red in those hours and also between 10 and 11 a.m., when 35 stations is the minimum. Charles H. Phillips Chemical Co. and R. L. Watkins Co. sponsor *Stella Dallas* and *Backstage Wife*, respectively, with Blackett-Sample-Hummert, New York, placing both programs.

Rockne Film Premiere

WGN, Chicago, on Oct. 3 will originate a broadcast from South Bend, Ind., where the premiere showing of *Knute Rockne, All-American*, will take place the following day. Pat O'Brien, who plays the leading role in the film, and Gale Page, cast as Mrs. Rockne, will be featured on the broadcast, along with Bob Hope, screen and radio comedian, who has been engaged as m.c. Approximately ten other Hollywood notables who will be in South Bend at the time also will be heard. William A. Bacher, chief of programs and productions of WGN, will direct.

Muncie Merchants Say:

"YES, ADVERTISING ON WLW MOVES MERCHANDISE OFF OUR SHELVES!"

"That's a natural consequence of the fact that The Nation's Station is a regular Muncie listening habit."

Another natural consequence is that merchants in Muncie *capitalize* on the resulting consumer preference for WLW-advertised products, just as do merchants in the more than a score of other rich trading centers that compose WLW's primary area.

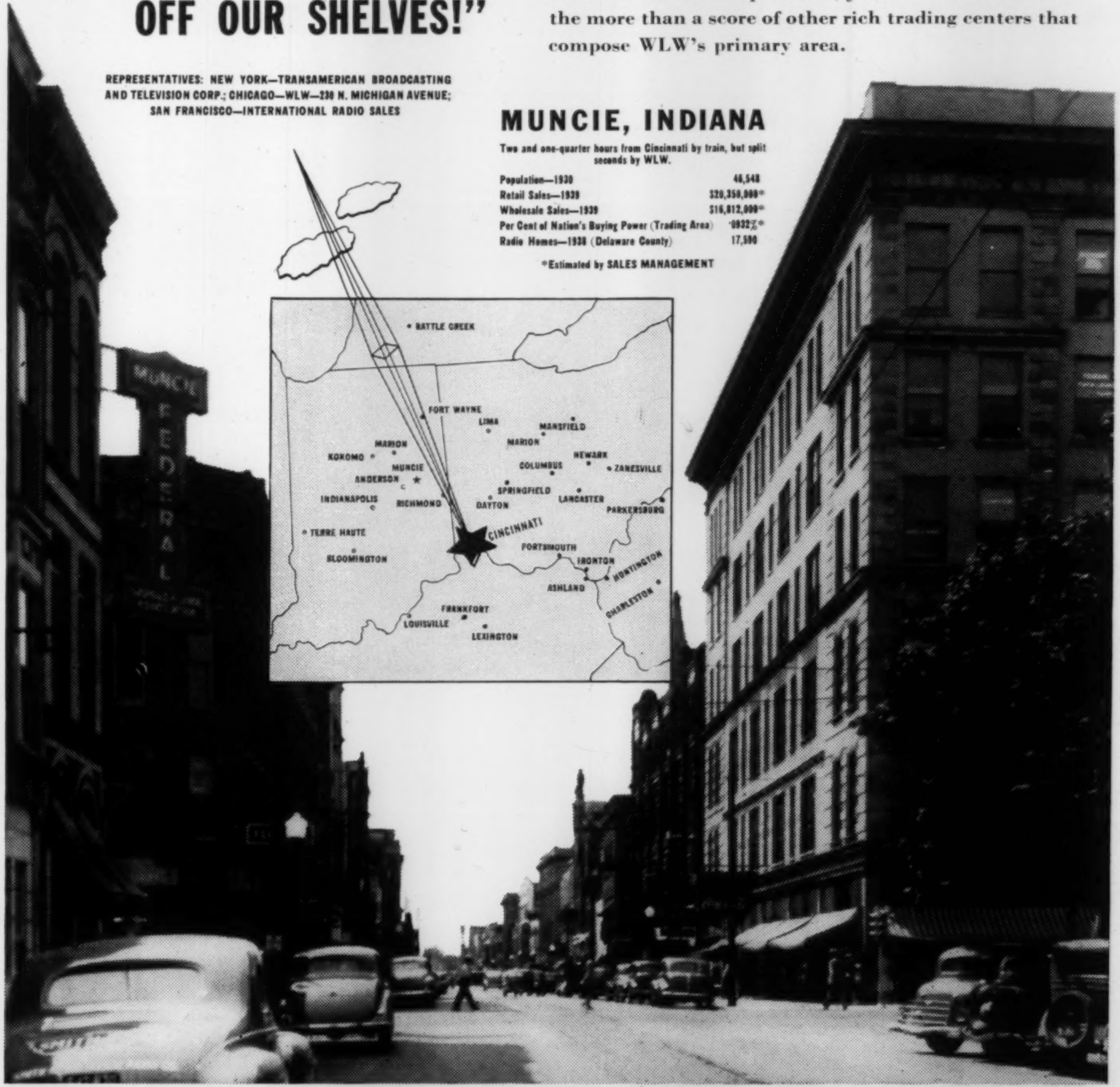
REPRESENTATIVES: NEW YORK—TRANSAMERICAN BROADCASTING AND TELEVISION CORP.; CHICAGO—WLW—230 N. MICHIGAN AVENUE; SAN FRANCISCO—INTERNATIONAL RADIO SALES

MUNCIE, INDIANA

Two and one-quarter hours from Cincinnati by train, but split seconds by WLW.

Population—1930	46,548
Retail Sales—1939	$20,350,000*
Wholesale Sales—1939	$16,812,000*
Per Cent of Nation's Buying Power (Trading Area)	.0932%*
Radio Homes—1938 (Delaware County)	17,590

*Estimated by SALES MANAGEMENT

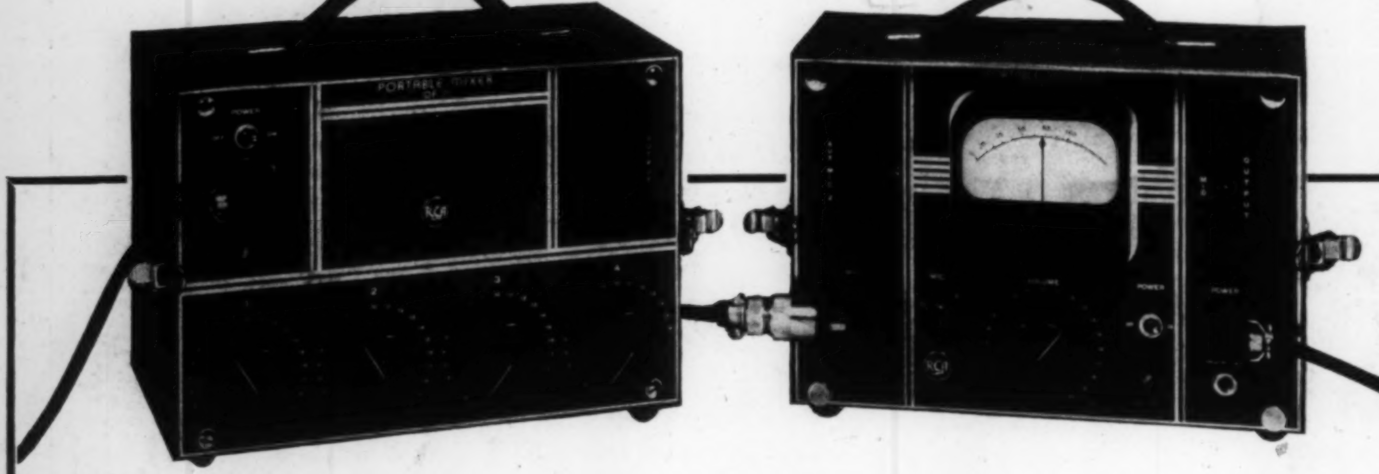

BATTLE CREEK
FORT WAYNE
LIMA
MANSFIELD
MARION
MARION
KOKOMO
MUNCIE
ANDERSON
NEWARK
COLUMBUS
ZANESVILLE
SPRINGFIELD
INDIANAPOLIS
RICHMOND
DAYTON
LANCASTER
PARKERSBURG
TERRE HAUTE
CINCINNATI
BLOOMINGTON
PORTSMOUTH
IRONTON
HUNTINGTON
ASHLAND
CHARLESTON
FRANKFORT
LOUISVILLE
LEXINGTON
MUNCIE
FEDERAL

[illegible]

IT'S "REMOTE PICKUP" TIME

Here's the RCA Answer!

This is the *season* for remote pickup broadcasts ...from stadium, auditorium, or hall. And here is the *equipment* for remote pickups...for studio-quality audio, easiest operation, greatest reliability! RCA engineered, these precision-built units are the finest remote pickup investment your station can possibly make.



New RCA 4-Channel High-Level Mixer OP-7

Compact 22-pound RCA OP-7 Mixer feeds any amplifier having adequate gain. High-level mixing of up to four microphone channels for flexibility *without* the increased circuit-noise of low-level mixers. Used with the OP-6, the overall frequency response is within ±2 db., 40 to 15,000 cycles.

RCA Broadcast Equipment

New RCA Portable Remote Amplifier OP-6 with Self-Contained AC Rectifier

Ideal without additional equipment where channel-mixing is not required, the new OP-6 amplifier weighs only 20½ pounds . . . with switch selector, two microphone inputs and three stages of amplification. Plugs into either an AC line or its compact battery box without circuit changes. Inverse feedback, varied automatically with gain, prevents tube overloading, keeps circuit-noise far below output at any level. 90 db. gain. Optional illuminated vu meter. Response is within 1db., 40 to 15,000 cycles. Write for data and literature.

Use RCA radio tubes in your station for finer performance.

Easy to Carry!

RCA VICTOR PREFERRED TYPE RADIO TUBES
For Finer Radio Performance

RCA Manufacturing Co., Inc., Camden, New Jersey
A Service of the Radio Corporation of America

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Dallas: Santa Fe Building • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.

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